



# **Presentation Zen Design: Simple Design Principles and Techniques to Enhance Your Presentations (2nd Edition) (Graphic Design & Visual Communication Courses)**

*By Garr Reynolds*

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Creating and delivering a successful presentation today often means breaking through the noise and allowing your audience to focus on you and your message. You can have a great impact using simple design choices in your presentations but you just need to know where to start.

Here to guide you on your journey is best-selling author and popular speaker Garr Reynolds, whose design wisdom and advice will open your eyes and give you new ways to look at your slides. Filled with practical insights and plenty of examples, you'll learn how to design effective presentations that contain text, data, color, images, and video. Once the design guidelines are established, you will benefit from Garr's years of experience as a master presenter and learn how you can achieve an overall harmony and balance using the powerful tenet of simplicity. Not only will you discover how to design your slides for more professional-looking presentations, you'll learn to communicate more clearly and will accomplish the goal of making a stronger, more lasting connection with your audience.

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- Sales Rank: #48647 in Books
- Brand: Brand: New Riders
- Published on: 2013-12-15
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .70" w x 7.40" l, 1.46 pounds
- Binding: Paperback
- 288 pages

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### Editorial Review

#### Review

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-Guy Kawasaki, Co-founder of Alltop.com and former chief evangelist of Apple

*"Whether you're a professional preparing a talk, a student tackling an assignment, or anyone trying to craft a richer life, Presentation Zen Design is the most important book you will read this year."*

-Daniel H. Pink, author of To Sell Is Human and Drive

*"Garr has once again visually captivated readers with a book that will inspire millions to communicate effectively."*

-Nancy Duarte, CEO of Duarte, Inc. and author of Slide:ology and Resonate

*"In this increasingly competitive global economy, you're only as successful as your ability to persuasively sell your ideas. Garr's presentation design techniques have helped me elevate my own presentation slides and I know they'll help you, too. Garr's book is essential for anyone, in any field, who wants to be more, make more, and have more impact."*

-Carmine Gallo, Author, The Presentation Secrets of Steve Jobs and Talk Like TED

#### About the Author

Garr Reynolds is the bestselling author of Presentation Zen, Presentation Zen Design, and The Naked Presenter, and a leading authority on presentation design and delivery. A sought-after speaker and consultant, his clients include many in the Fortune 500. A writer, designer, and musician, he is currently Professor of Management at Kansai Gaidai University in Japan. Garr is a former corporate trainer for Sumitomo Electric and worked as the Manager for Worldwide User Group Relations at Apple, Inc. His popular blog can be found at presentationzen.com.

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