The Power of Image

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November 6, 2012

The
POWer!
of Image

The Infant Brain

- recognizes the visual pattern that makes up the human face
- differentiates a realistic image of a face from an abstract or cartoon image
- differentiates their mother's face from other faces
- make sense of the world through visual images

Photo: brenda and sam by surlygirl on Flickr

Images evoke emotion

World Water Crisis

- Water resources are under increasing pressure.
- Midwest crops suffered from the worst drought in 60 years in 2012.
- Places like El Paso and San Antonio could run out of water in 10-20 years.

Water crisis:
worst drought
in 60 years
1 2 3 4 5 6 7 8 9 10
Photo: Dandylion by Metro Tiff on Flickr

Images increase recall

Libraries Weather the Storm

Public libraries continue to transform lives by providing critical services and innovative solutions to technology access, in spite of years' worth of cumulative budget cuts.

Increased public use

- for technology classes: **36%**
- for electronic resources: **58%**
- for computers: **60%**
- for wi-fi: **74%**

Decreased funding

- Flat or decreased: **57%**

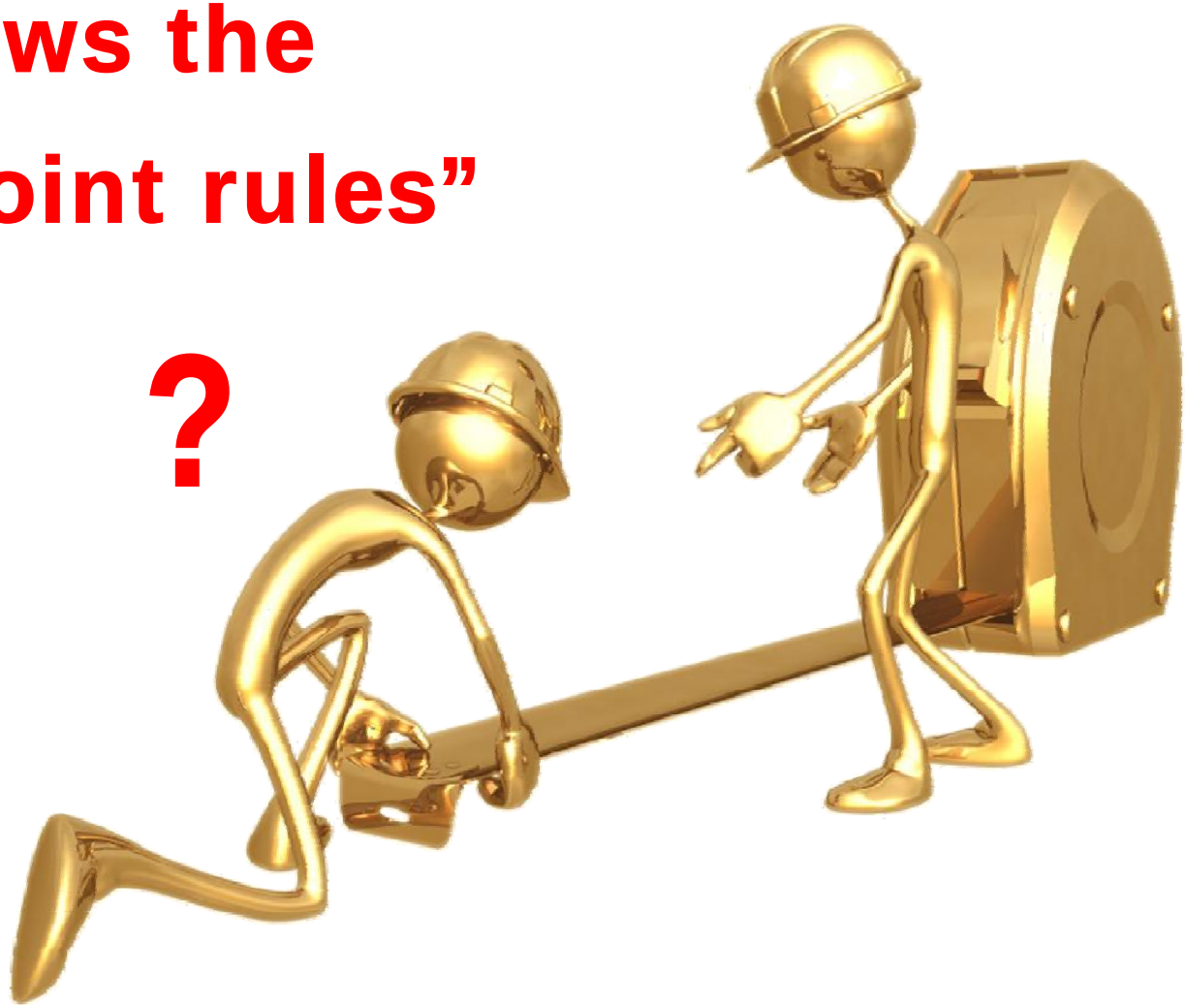
U.S. Public Libraries

WEATHER the STORM

The U.S. Public Library Challenge: Use vs. Funding, FY2011-2012

Who knows the “PowerPoint rules”

?



7X7 Rule for PowerPoint

- The 7X7 rule is easy to remember
- Use seven bullets per slide
- In addition to the slide title
- Use seven or fewer words per bullet
- 32-point font is a readable size
- Uses most of available space
- Did you get all that?

No more than six words.

EVER.

(Seth Godin)

Avoid cognitive overload

The Slideument

Cognitive overload is epitomized by the *Slideument*—a slide that is trying to be a document, that is, trying to capture too much information on a slide because there are just *so many details* you want the audience to know.

A slideument taxes the cognitive limitations of the human brain, not to mention the capacity of human vision to read 24-point text from 20 feet or more and to make all the necessary mental calculations and associations before moving on to the next slide.

Reduce and simplify

The Made To Stick Principles

- Simple — find the core of any idea
- Unexpected — grab people's attention by surprising them
- Concrete — make sure an idea can be grasped and remembered later
- Credibility — give an idea believability
- Emotion — help people see the importance of an idea
- Stories — empower people to use an idea through narrative

S	U	C	C	E	S
SIMPLE	UNEXPECTED	CONCRETE	CREDIBLE	EMOTION	STORIES

S

- **S**imple — find the core of any idea
- **U**nexpected — grab people's attention by surprising them
- **C**oncrete — make sure an idea can be grasped and remembered later
- **C**redibility — give an idea believability
- **E**motion — help people see the importance of an idea
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S	U	C	C	E	S
SIMPLE	UNEXPECTED	CONCRETE	CREDIBLE	EMOTION	STORIES

Image trumps text

New Puppy

- Pit bull
- 10 weeks old
- White with black big spots
- Big paws
- Curious about everything
- Very cute expressions
- His name is Tazo

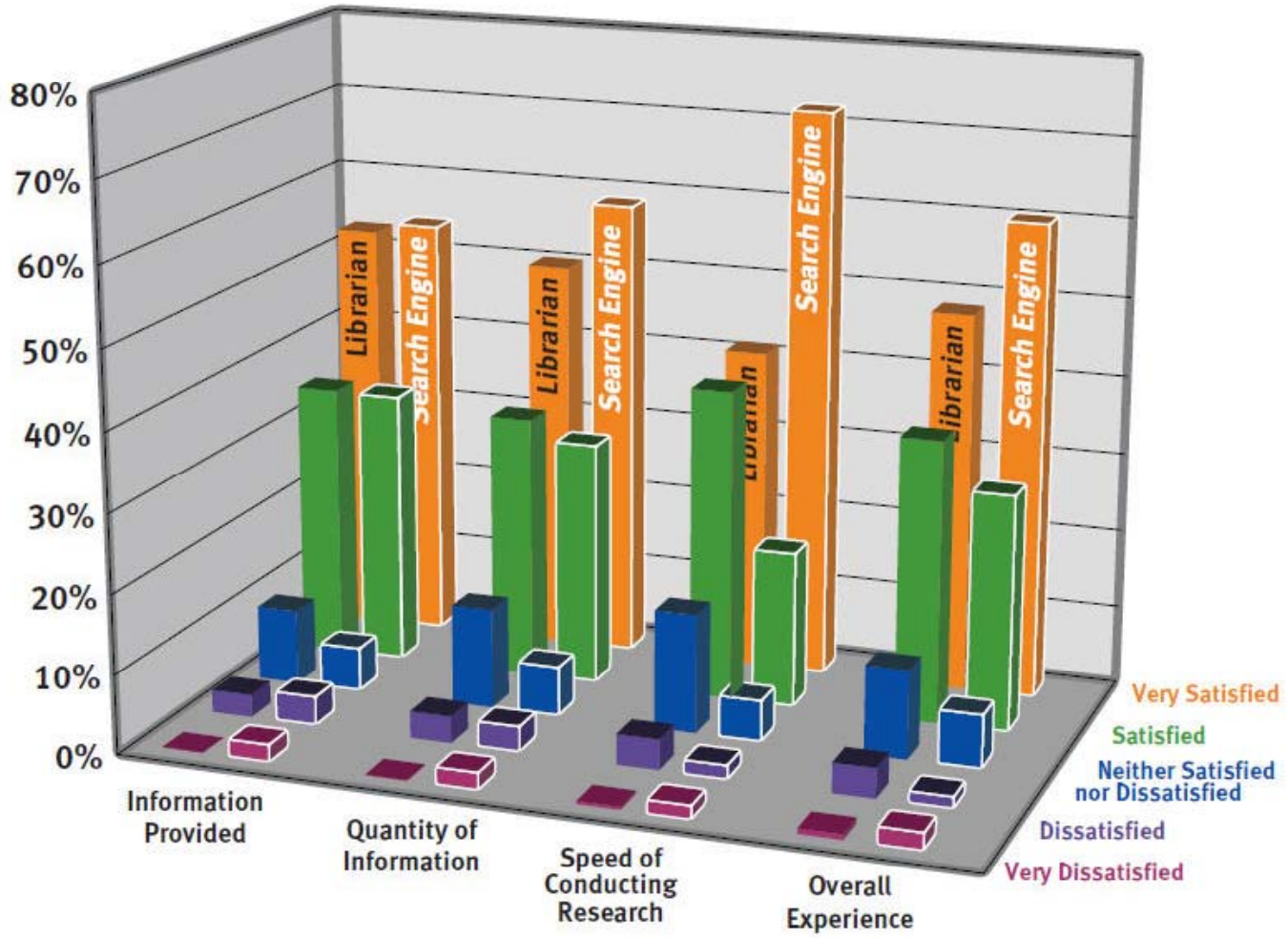
Tazo

Photo: Puppy love by odonata98 on Flickr

- Pit bull
- 10 weeks old
- White with black big spots
- Big paws
- Curious about everything
- Very cute expressions
- His name is Tazo

Avoid chart-junk

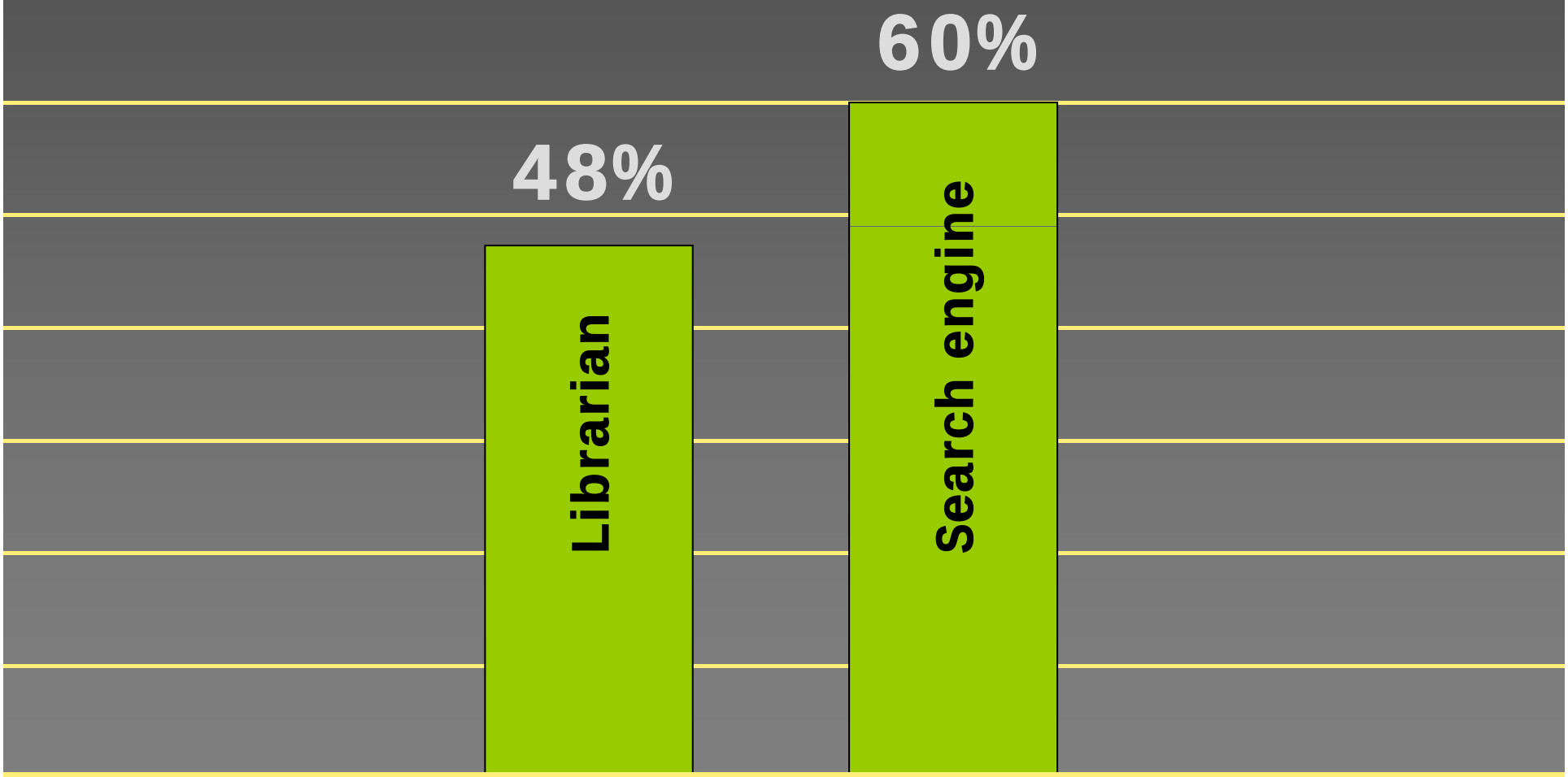
Satisfaction with the Librarian and the Search Engine— by Total Respondents



Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, questions 665 and 1050.

Librarian v Search Engine

Overall satisfaction with information provided



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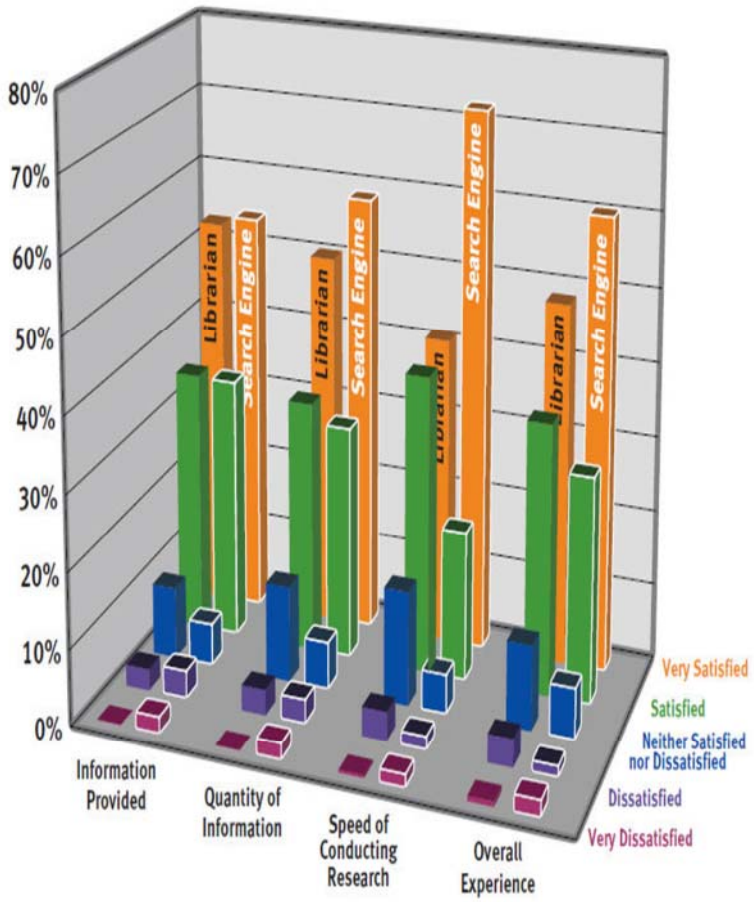

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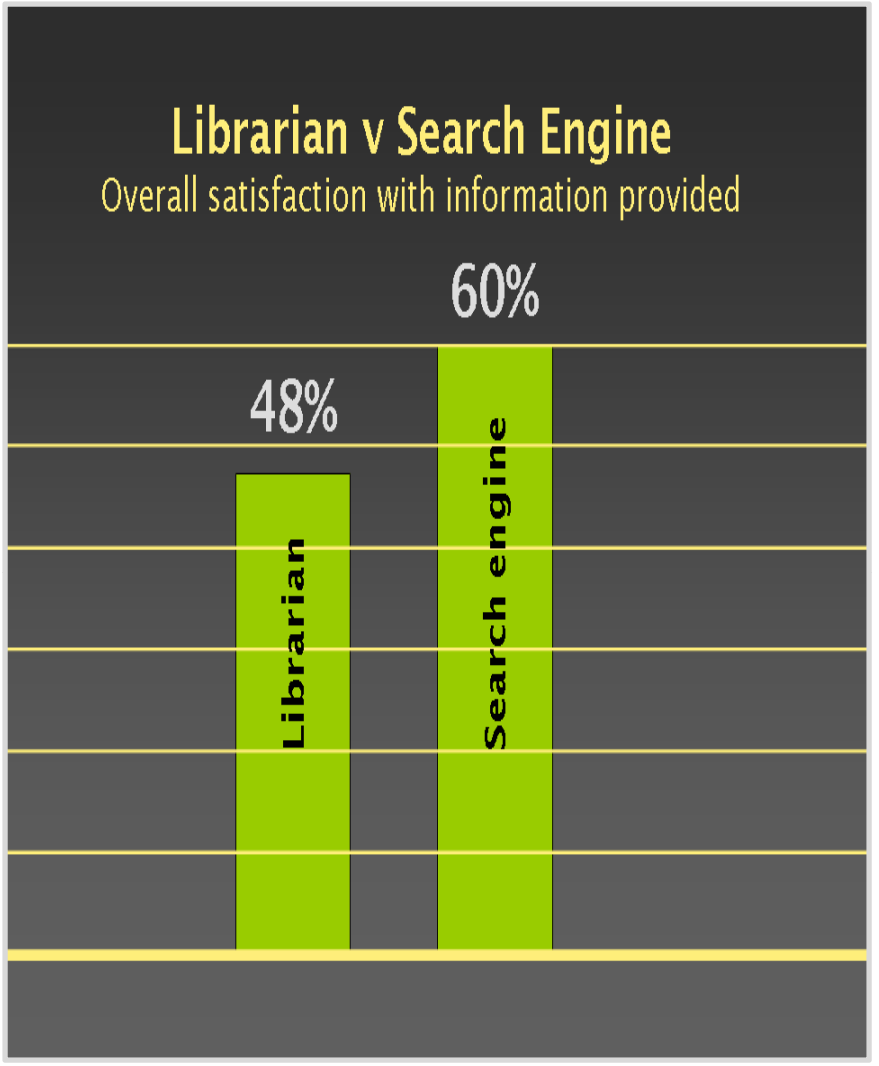
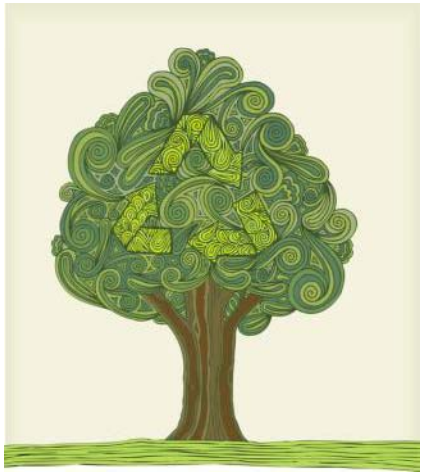


Merge text and image

Green Libraries

- More libraries going “green”
- Using energy more efficiently
- Generating less waste
- Conserving water
- Purchasing green products
- Incorporating green features into the design of new buildings



Libraries

Reduce waste * Conserve energy * Design green * Buy green

Green Libraries

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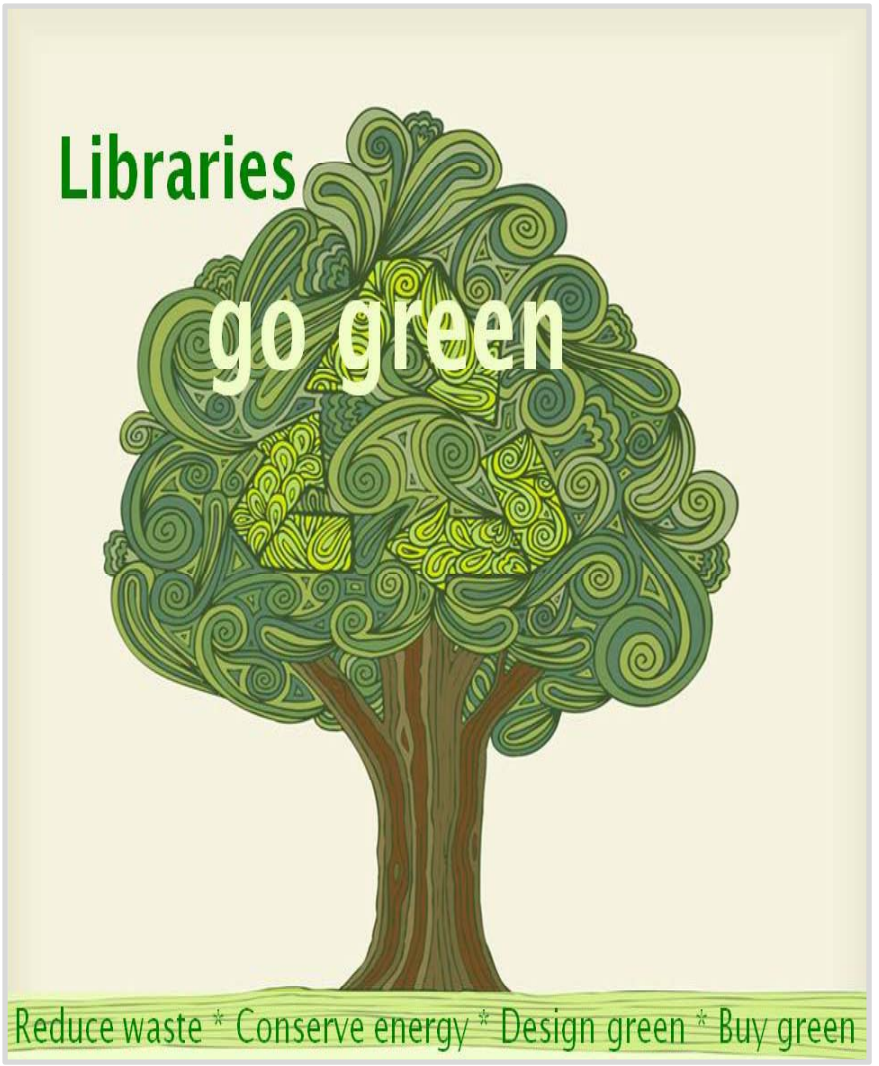
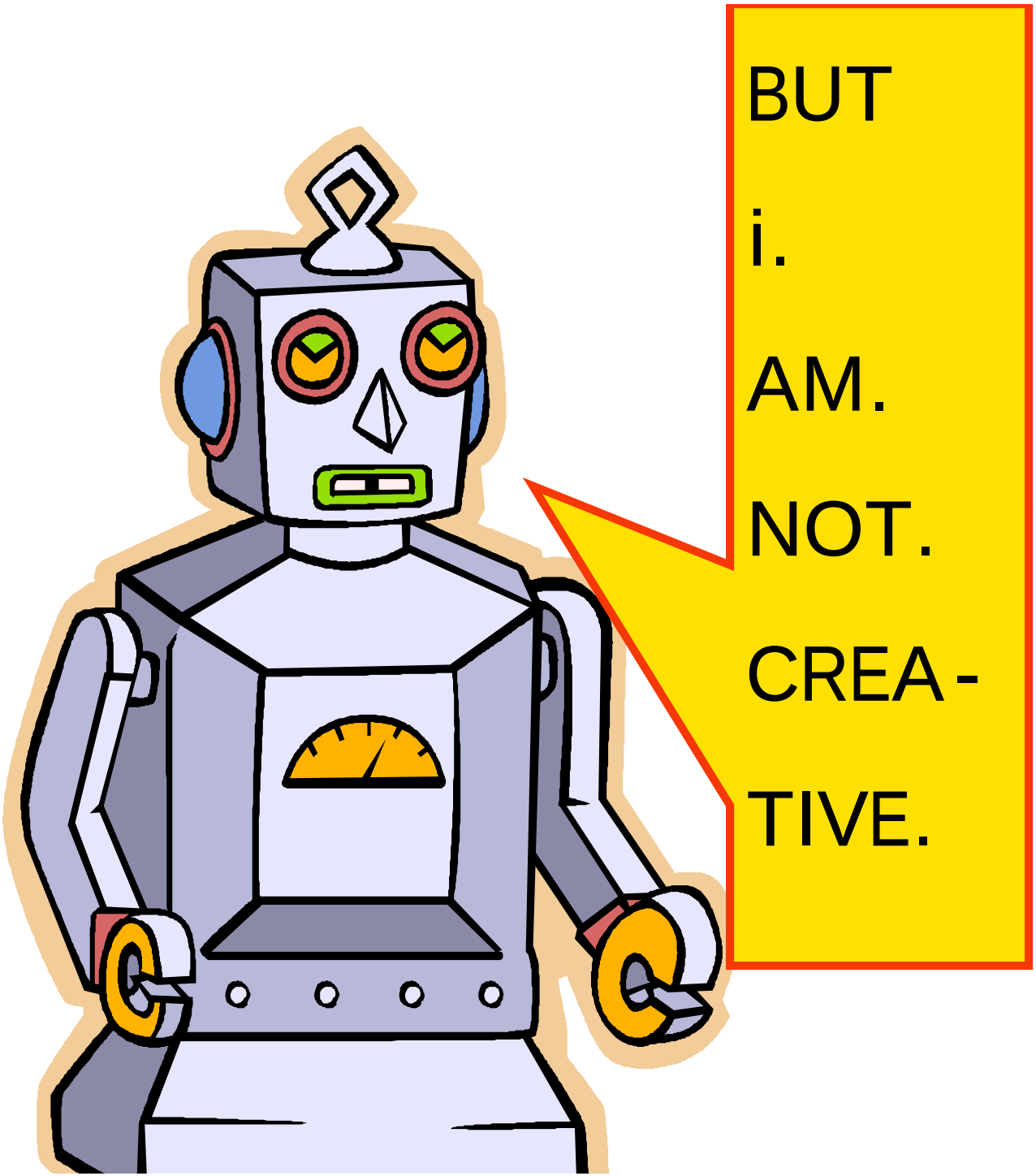


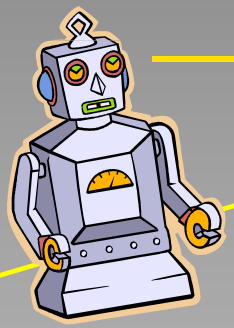
YKIWYSI

you know it when you see it


BUT
i.
AM.
NOT.
CREA-
TIVE.

1. Contrast
2. Alignment
3. Proximity
4. Repetition

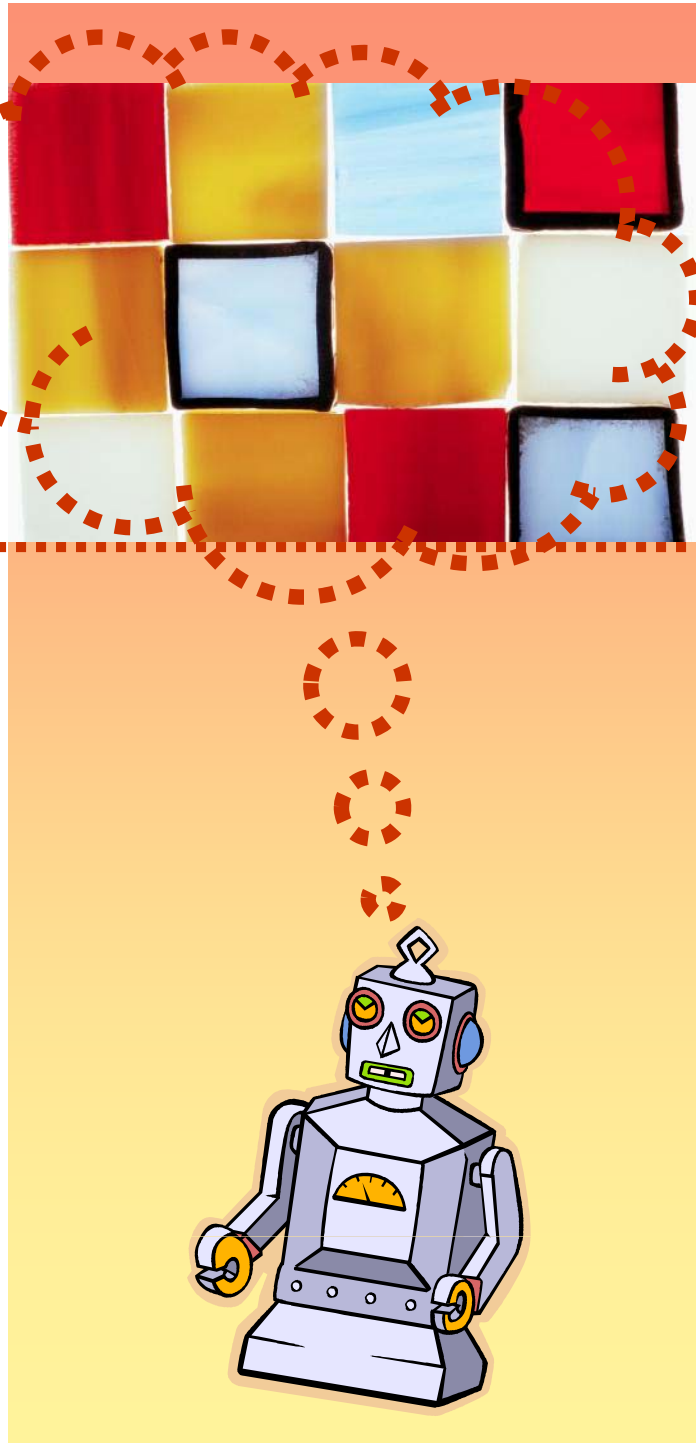
Contrast!



1

Alignment

may seem like a small thing.



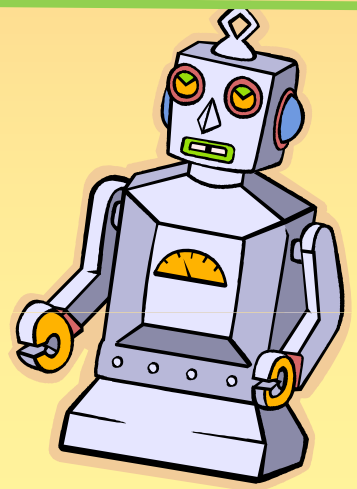
But the eye appreciates it.

2

Alignment

may seem like a small thing.

But the eye appreciates it.

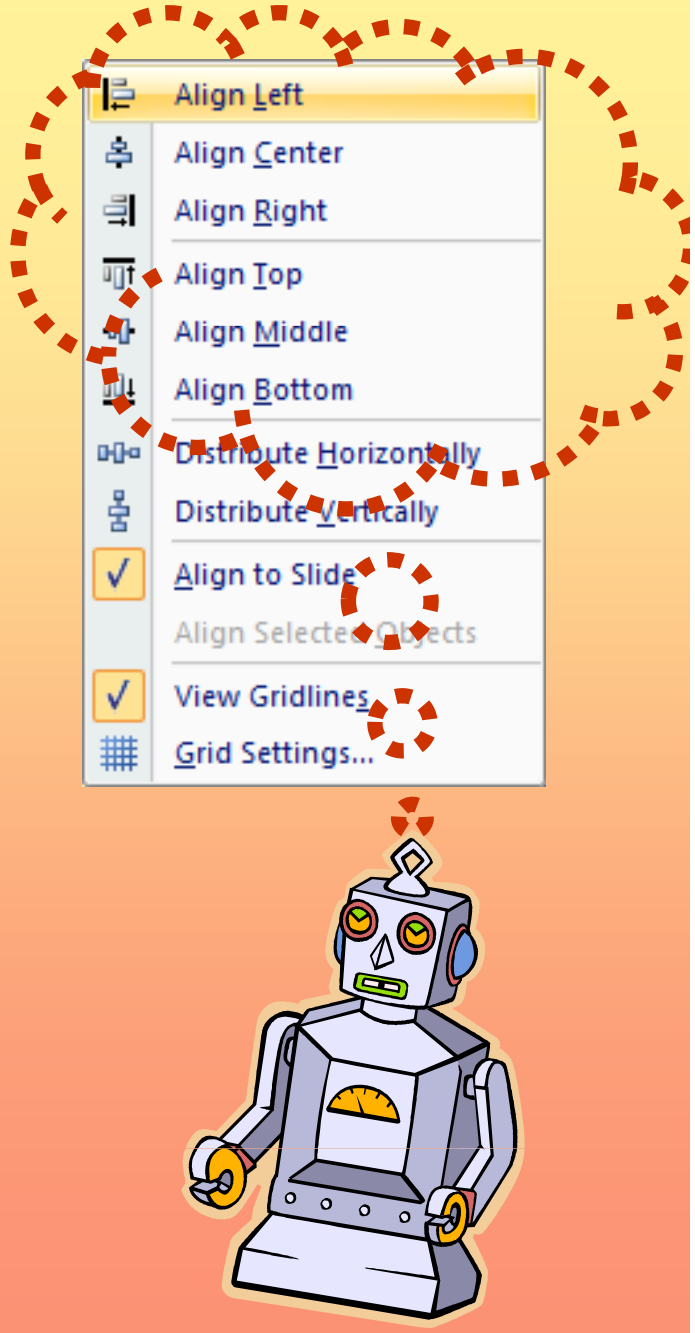


2

Alignment

The **Align** menu

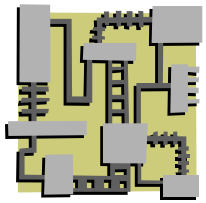
is your best friend in PowerPoint.

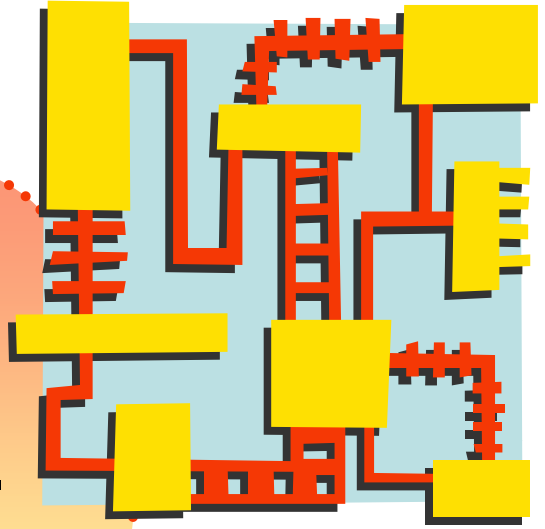


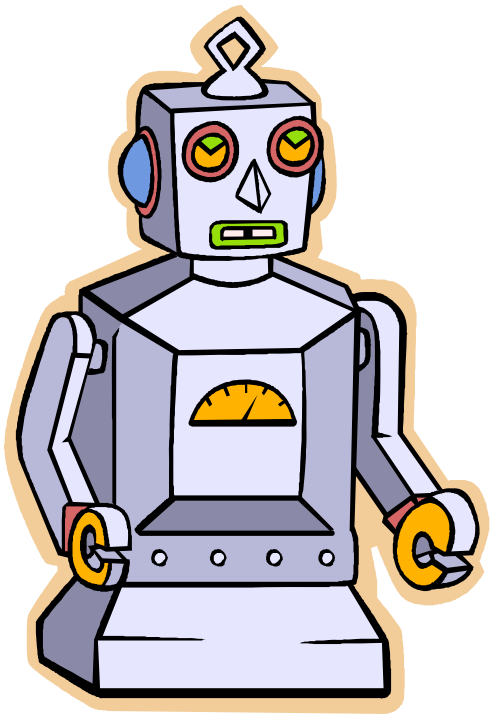
2

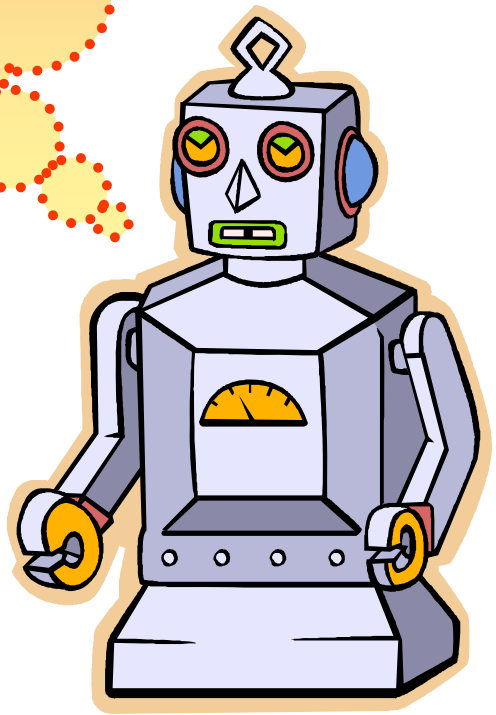
3 Proximity

my. creative.
circuit. is.
bigger. than.
yours.







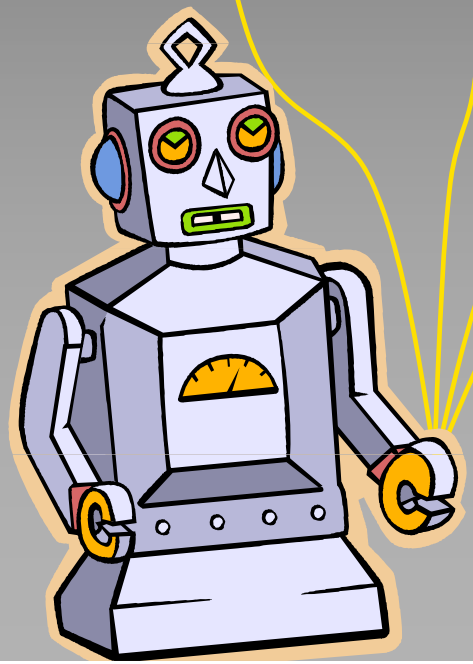


1 contrast

2 alignment

3 proximity

4 repetition



my.
creativity.
is.
flying.
high.

Repetition 4

Cohesion

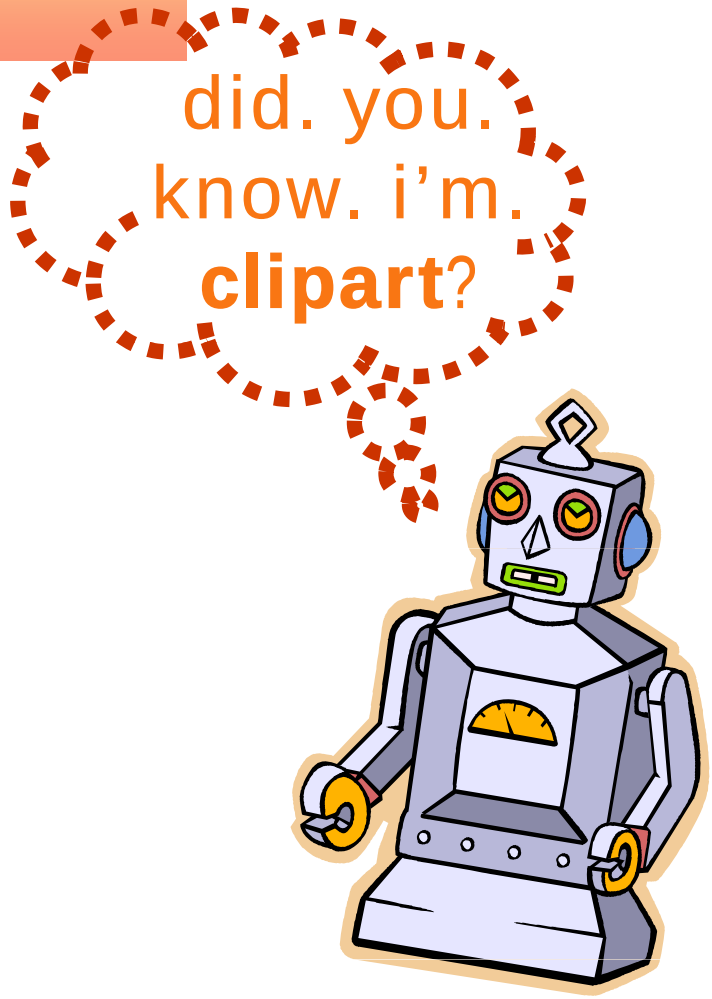
5

The POWer! of Image
1
BUT I AM NOT CREATIVE.
2
Start with the BIG 4
1 Contrast
2 Alignment
3 Proximity
4 Repetition
3
Contrast!
4
Alignment
5
Alignment
6
Alignment
The Align menu
7
3 Proximity
8
Repetition 4
9
Feel the POWer!
10
Slide Sorter
"Default Design"
50%

Finding images

Inside PowerPoint

SHAPES are your friends



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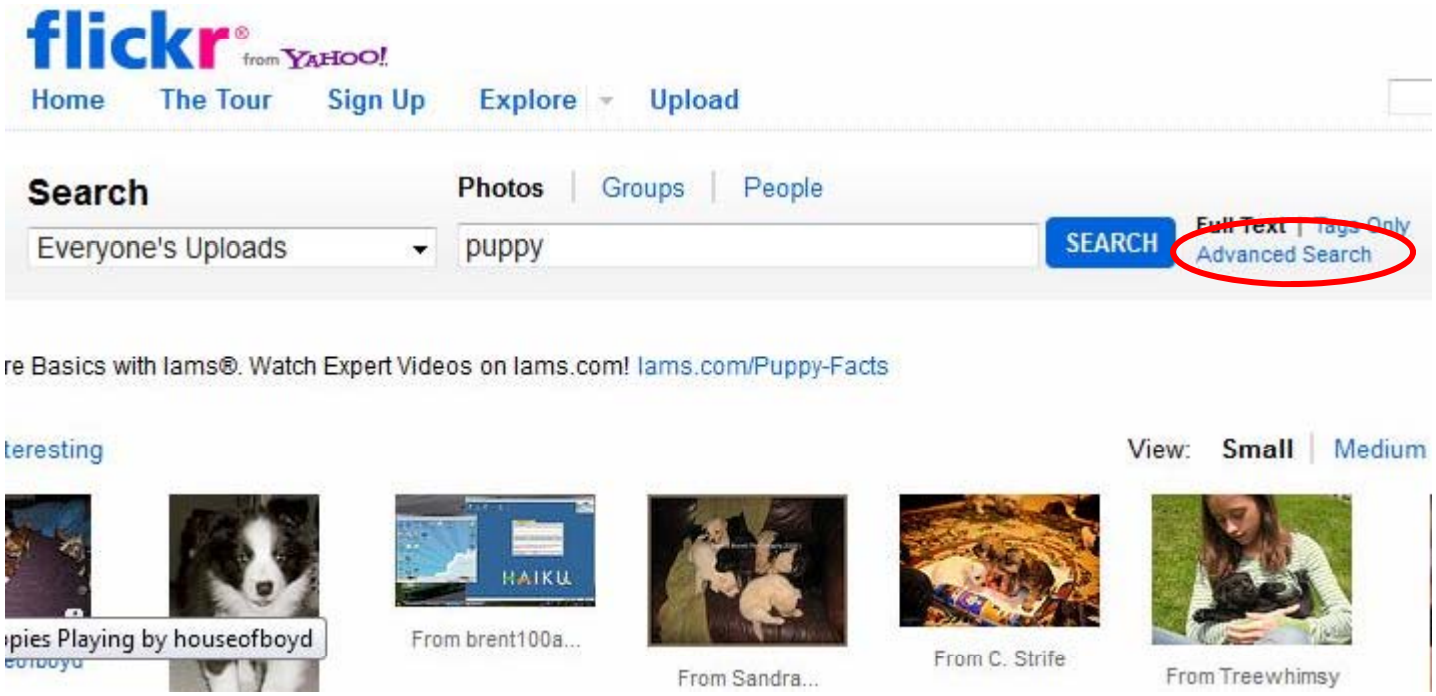

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