The Power of Image

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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
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

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%**
Who knows the “PowerPoint rules”?
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.

handouts rock! 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
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**Success Grid: Simple Unexpected Concrete Credible Emotional Stories**
- 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 ideabelievability
- Emotion — help people see the importance of an idea
- Stories — empower people to use an idea through narrative
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
• 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

Librarian v Search Engine
Overall satisfaction with information provided

Librarian: 48%
Search engine: 60%

Source: Perceptions of Libraries and Information Resources, OCLC, 2005
Librarian v Search Engine
Overall satisfaction with information provided

- Librarian: 60%
- Search engine: 48%

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

go green

Reduce waste * Conserve energy * Design green * Buy green
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

Reduce waste * Conserve energy * Design green * Buy green
YKIWYSI

you know it when you see it
BUT
i.
AM.
NOT.
CREATIVE.
Start with the BIG 4

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

makes me feel so small
Alignment may seem like a small thing.

But the eye appreciates it.
Alignment may seem like a small thing.

But the eye appreciates it.
Alignment

The **Align** menu is your best friend in PowerPoint.
3 Proximity

my. creative. circuit. is. bigger. than. yours.
1. contrast
2. alignment
3. proximity
4. repetition

Repetition 4

my. creativity. is. flying. high.
Cohesion
Finding images
Inside PowerPoint

SHAPES are your friends

did. you. know. i’m. clipart?

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Feel the POWER!
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