# Power of Image Resources

### Cognitive load

[**Brain Rules**](http://www.brainrules.net/about-brain-rules)

Molecular biologist John Medina’s seminal work on how the brain works. The website is a complement to the book of the same name. Each chapter from the book is summarized with key messages in video and text.

[**Cognitive Load Theory, learning difficulty, and instructional design**](http://www.sciencedirect.com/science/article/pii/0959475294900035), John Sweller

A scholarly article on how the brain receives and processes information. *Learning and Instruction* **4**: 295–312.

[John Sweller explains extraneous load](http://www.youtube.com/watch?v=RyuOU2RasRQ) (video)

### The power and principles of presentation visuals

[**Beyond Bullet Points**](http://www.worldcat.org/title/beyond-bullet-points-using-microsoft-office-powerpoint-2007-to-create-presentations-that-inform-motivate-and-inspire/oclc/154669078%26referer%3Dbrief_results), Cliff Atkinson

Combine the tenets of classic storytelling with the power of projected media to create a rich, engaging experience. With easy-to-use templates, advanced tips, and plenty of illustrations and examples, you'll learn techniques to help you clarify, visualize, and present your ideas so that your audience will remember your important message.

[**Beyond Bullet Points blog**](http://www.beyondbulletpoints.com/)

[**Presentation Zen**](http://www.worldcat.org/title/presentation-zen-simple-ideas-on-presentation-design-and-delivery/oclc/156831268), Garr Reynolds

Not another recipe book about "how to make slides;" this is about re-imagining how your entire presentation will work together as a persuasive and integrated show, from conception through delivery.

[**Brain rules for presenters**](http://www.slideshare.net/garr/brain-rules-for-presenters) is Garr’s take on John Medina’s “Brain Rules.”

[**Presenting with Visuals**](http://www.slideshare.net/RowanManahan/visuals-in-power-point)

Slideshare with great advice on images, fonts, size, cognitive overload, with enough text to convey the message—and it’s funny

[**Slideology**](http://www.worldcat.org/title/slideology-the-art-and-science-of-creating-great-presentations/oclc/229024760), Nancy Duarte

Presentation software is one of the few tools that requires professionals to think visually on an almost daily basis. But unlike verbal skills, effective visual expression is not easy, natural, or actively taught in schools or business training programs. *slide:ology* fills that void.

[**The Back of the Napkin: Solving Problems and Selling Ideas with Pictures**](http://www.worldcat.org/title/back-of-the-napkin-solving-problems-and-selling-ideas-with-pictures/oclc/156785016), Dan Roam

The author of this book works to inspire everyone to get visual through simple--very simple--drawings that can help make our ideas more meaningful and understandable.

[**Thirst**](http://www.slideshare.net/jbrenman/thirst)

An excellent Slideshare example of a core concept conveyed effectively with visual power.

### PowerPoint how-to’s and other practical design advice

[**Before & After Design** videos](http://www.bamagazine.com/Articles.asp?ID=172)

Before & After magazine shares its practical approach to graphic design through a series of short videos. **Design on a square grid** (parts 1 & 2) is a great overview of alignment principles.

[**Color Theory 101**](http://designfestival.com/color-theory-101-2/)

A great primer on the basics of using color—primary, secondary, tertiary, complementary, warm/cool and other color relationships and meanings.

[**Enhancing Visual Effects in PowerPoint**](http://www.slideshare.net/mjamesno/how-to-visual-effects-in-powerpoint-2003/)

Slideshare with design principles and PowerPoint visual effects tips; a bit shy on text

[**How to hit your target without bullets**](http://files.wla.org/igs/walt/handouts/NewPowerPointHandout.pdf)

Handout from a Washington Library Association conference presentation provides a clear, illustrated tutorial on working with visual effects in PowerPoint.

[**The Non-Designer’s Design Book**](http://www.worldcat.org/title/non-designers-design-book-design-and-typographic-principles-for-the-visual-novice/oclc/31017943)

Most people never went to design school, but they’re still expected to produce designed materials. Robin Williams condenses the basic principles of good design and typography from commercial art know-how and delivers the information to the non-designer with clarity and humor.

[**The Rapid E-Learning Blog**](http://www.articulate.com/rapid-elearning/)

Although the focus is e-learning, Tom Kuhlman is a master of PowerPoint and knows many a trick hidden in the functions of the application.

### Finding and working with images

**Free photos**

[**Flickr Creative Commons**](http://www.flickr.com/creativecommons/)

Many of Flickr’s users have chosen to offer their work under a Creative Commons license; various restrictions apply.

Or you can do a regular search in Flickr and use the Advanced Search to filter for Creative Commons-licensed images.

[**Free Digital Photos.net**](http://www.freedigitalphotos.net/)

High quality, professionally taken photographs in a variety of categories. Use in presentations is allowed with the simple credit "FreeDigitalPhotos.net"

[**Library of Congress on Flickr**](http://www.flickr.com/photos/library_of_congress/)

The Library of Congress has begun a pilot project in which they are putting over 3,000 photos of their more than 14 million picture collection on Flickr. All of the pictures being posted to Flickr have no known copyright restrictions.

[**U.S. Government Photos and Images**](http://www.usa.gov/Topics/Graphics.shtml)

Some of these photos and images are U.S. Government Works or in the public domain and may be used and reproduced without permission or fee but some may be protected by license or copyright. Be sure to read any disclaimers before using.

[**Wikimedia Commons**](http://commons.wikimedia.org/wiki/Main_page)

It’s a database of thousands of freely usable media files to which anyone can contribute; read the Reuse Guide for details.

**For fee photos and graphics**

[**Istockphoto**](http://www.istockphoto.com/index.php)

You can purchase small versions of an image for as little as one dollar.

**Image editing tools (free):**

[**GIMP**](http://www.gimp.com): open source software freely available for personal use; suitable for users accustomed to the sophistication of PhotoShop.
[**GimpShop**](http://www.gimpshop.com/) is a modification of GIMP, which creates an interface more familiar to users of PhotoShop.

**Microsoft Office Picture Manager** is part of the Office suite of programs and has basic editing capability; find it under Microsoft Office >> Microsoft Office Tools.

[**Paint.NET**](http://www.getpaint.net/) for Windows

[**Picasa**](http://picasa.google.com/) (from Google)