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# Presentation Zen Design: Simple Design Principles And Techniques To Enhance Your Presentations



## Synopsis

In his internationally acclaimed, best-selling book *Presentation Zen: Simple Ideas on Presentation Design and Delivery*, presentation master Garr Reynolds gave readers the framework for planning, putting together, and delivering successful presentations. Now, he takes us further into the design realm and shows how we can apply time-honored design principles to presentation layouts.

Throughout *Presentation Zen Design*, Garr shares his lessons on designing effective presentations that contain text, graphs, color, images, and video. After establishing guidelines for each of the various elements, he explains how to achieve an overall harmony and balance using the tenets of Zen 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.

## Book Information

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## Customer Reviews

*Presentation Zen Design* Garr's a great writer, and his first *Presentation Zen* book made a huge impact on how I create PPT slides. His new *Zen Design* book is unfortunately more of the same. He covers some art and design topics in detail, such as color selection, font kerning, recommended fonts, how to take your own digital photographs, symmetry vs asymmetry but otherwise it is more of the same. I read through *Zen Design* and felt it did not add as much value as the first book. Sure, some of the topics are interesting but I've gotten the same lessons from other professionals in the area of photography and art. It felt like Garr ran out of new topics to discuss and fleshed out some of

the earlier concepts - which isn't necessarily a bad thing. Overall, I felt that you could just buy and read the first book and be well on your way. The Zen Design book isn't mandatory. It's good to read, but not as important as the first book. Pros: Covers more design topics in detail, excellent tips abound Cons: More of the same, nothing revolutionary, not as good as the first book Overall: 3/5 stars

I pre-ordered this book in October and was delighted to receive the package from .com as a delayed Christmas gift to myself. Reynolds has followed-up his best-selling Presentation Zen with this new book covering the design aspects of slide presentations. I stumbled across the Presentation Zen blog a few years ago and have been a devotee of Garr Reynolds ever since. Along with Nancy Duarte from Duarte Design, Garr has been a seminal thought leader in the movement to replace boring and tedious slide decks with interesting and engaging presentations. A long-time resident of Japan, Reynolds combines his knowledge of Zen with his design expertise to give us a beautiful book with a strong point of view advocating simplicity as a foundation for slide presentations. The book goes well beyond mere advocacy and is chock full of specific techniques and tips that will help you build a winning presentation. Even though I've followed his work for some time, I found several useful new ideas that I'll be able to implement immediately. Presentation Zen Design covers everything from typefaces and color, through negative space (read the book), and harmony. However, Garr doesn't just make a point and move on. I especially appreciated the great research and added content. He sprinkles in supporting articles from subject matter experts such as Nancy Duarte on sketching and planning in analog, David S. Rose "The Pitch Coach" on the importance of design and delivery in high stakes venture capital presentations, and John McWade on the use of photographs to tell your story. If you can only have one design book for building your presentation this is it.

Presentation Zen Design is an excellent book, geared for people who want to build impactful presentations but lack a deep design background. Garr's first book, Presentation Zen, did an impressive job at giving an overview of what makes for a great presentation. He covered preparation, crafting the story, basic design principles and delivery strategies along with a nice selection of sample slides. This book expands significantly on the first book's design section and this is a good thing. Once you've made the decision to move beyond typical PowerPoints it's great to have a book filled with so much practical information and lots of examples. With sections on type, color, images, video, layout and presenting data (an area where so many of the presentations I see

fall apart), Presentation Zen Design provides a comprehensive toolkit for creating compelling presentations.

Garr Reynolds is a master of leading by example. His follow-up to PresentationZen, PresentationZen Design has more impact than the first book. It is a joy to look at and absorb the quintessential components of the aesthetics that guide the development of an effective slide deck. The book visually exudes the harmony, style, color and story that the text describes. Mr. Reynolds' use of photographic images is a bold example for those of us who still think photos are an afterthought. The chapter on the power of the photograph will change your life, especially the tips from Scott Kelby on taking your own photographs to use in your presentations. Garr Reynolds' presentation techniques did change my life in 2001 when I saw him speak at a computer user group event. Inspired by his refreshing and persuasive techniques, I took a new job in training course development and vowed that I would help as many people as I could escape from presentation prison. I look forward to using this powerful reference to continue to pursue that goal.

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