

AN e-BURST OF INSPIRATION FROM THE BEST BOOKS

Jerry Weissman

PRESENTING TO WIN

How to Use Animation Effectively
to Tell Your Story



Press Delivers *elements*

FINANCIAL TIMES

Presenting to Win

How to Use Animation Effectively to Tell Your Story

Jerry Weissman

In the context of business presentations (ranging from those on websites to ones given on stage at meetings or conferences), animation refers to motion added to computer graphics. This movement can involve either an entire slide or the visual elements within a slide. In animation, these elements move onto or off the screen; shift within the screen; or grow, shrink, change, or vanish. But how do you animate your presentations without overdoing it and alienating your audience with too much flash and sizzle?

How Versus Why and Wherefore

We've all seen varying degrees of electronic animation in business, from the sophisticated sequences that appear on websites to the equally sophisticated presentations at industry conferences and trade shows, many of them worthy of Disney or Pixar. Often, even conventional prepackaged corporate pitches have screen effects that rival the production values of the big-tent special events.

Most of these examples of animation are created by professional graphic artists and technicians using complex software, such as Adobe Director or Flash. Professional artists also use Adobe Photoshop to render objects and images in vivid, opulent detail for animation as well as for conventional presentations.

Presenting to Win: How to Use Animation Effectively to Tell Your Story

Table of Contents

Presenting to Win: How to Use Animation
Effectively to Tell Your Story

How Versus Why and Wherefore

Perception Psychology

Cinematic Techniques

Animation and the Presenter