Tufte's 10 rules of an effective presentation.

<span style="color:red">Rule 1</span>
Show up early;
*something good is bound to happen.*

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## Rule 2

Frame your presentation;
*tell the audience what you'll say, who cares, why it matters,*
*what it means...*

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## Rule 3

Never apologize;
*keep yourself from being the prmary content (suggestion--try to avoid the 1st person singular case)*

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## Rule 4

Particular-General-Particular;
*Complex explainations are best broken down to examples (particular-general-particular)*

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Rule 5
Leave traces;
*give the audience something to take away (an outline of the presentation)*

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## Rule 6

Respect the audience;
*they are precious. Do not be tempted to "dumb things down"
or to hide your ignorance behind a veil of jargon.*

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Rule 7
Avoid excessive bullets and abbreviations

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Rule 8

Use humor sparingly and effectively
*to include and open up, not to alienated or deride.*

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<span style="color:red">Rule 9</span>
There is nothing like practice
*practice, practice. Use a video camera: watch it straight, watch it in fast motion, turn off the monitor and listen to the audio.*

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Rule 10
End early;
*something good is bound to happen.*

# Avoid Walls of Text

Edward Rolf Tufte was born in 1942 in Kansas City, Missouri, to Virginia Tufte and Edward E. Tufte. He grew up in Beverly Hills, California, and graduated from Beverly Hills High School.[3] He received a BA and MS in statistics from Stanford University and a PhD in political science from Yale. His dissertation, completed in 1968, was entitled The Civil Rights Movement and Its Opposition. He was then hired by Princeton University's Woodrow Wilson School, where he taught courses in political economy and data analysis while publishing three quantitatively inclined political science books.

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Tufte self-published his Visual Display in 1982, working closely with graphic designer Howard Gralla. He financed the work by taking out a second mortgage on his home. The book quickly became a commercial success and secured his transition from political scientist to i nformation expert.[4]

On March 5th, 2010, it was announced that President Barack Obama would appoint Tufte to the American Recovery and Reinvestment Act's Recovery Independent Advisory Panel "to provide transparency in the use of Recovery-related funds." [5]

Tufte has criticized the way Microsoft PowerPoint is typically used. In his essay "The Cognitive Style of PowerPoint", Tufte criticizes many properties and uses of the software:

    * It is used to guide and to reassure a presenter, rather than to enlighten the audience;
    * It has unhelpfully simplistic tables and charts, resulting from the low resolution of early computer displays;
    * The outliner causes ideas to be arranged in an unnecessarily deep hierarchy, itself subverted by the need to restate the hierarchy on each slide;
    * Enforcement of the audience's linear progression through that hierarchy (whereas with handouts, readers could browse and relate items at their leisure);
    * Poor typography and chart layout, from presenters who are poor designers and who use poorly designed templates and default settings (in par
    * Simplistic thinking, from ideas being squashed into bulleted lists, and stories with beginning, middle, and end being turned into a collection of disr

# Make the text legible

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# Avoid irrelevant illustrations or clip art

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