

References and additional resources for designing effective PowerPoint and poster presentations:

<https://sites.google.com/ncsu.edu/effective-posters/>

<https://colinpurrington.com/tips/poster-design/>

https://owl.purdue.edu/owl/general_writing/visual_rhetoric/visual_rhetoric/index.html

“KWICK” Method developed by David Paradi: See also the free, brief overview of the KWICK Method here: <https://www.thinkoutsidetheslide.com/lesson-4-the-kwick-method-for-creating-persuasive-visuals/> as well as additional resources collected by Paradi here: <https://www.thinkoutsidetheslide.com/>

References

Paradi, D. (2000). *The visual slide revolution: Transforming overloaded text slides into persuasive presentations*. Communication Skills Press.

Kosslyn, S. M., Kievit, R. A., Russell, A. G., & Shepard, J. M. (2012). PowerPoint® presentation flaws and failures: a psychological analysis. *Frontiers in Psychology*, 3, Article 230. <https://doi.org/10.3389/fpsyg.2012.00230>

Schmaltz, R. M., & Enström, R. (2014). Death to weak PowerPoint: Strategies to create effective visual presentations. *Frontiers in Psychology*, 5, Article 1138. <https://doi.org/10.3389/fpsyg.2014.01138>

Seaman, M. A. (1998). Developing visual displays for lecture-based courses. *Teaching of Psychology*, 25(2), 141-145. https://doi.org/10.1207/s15328023top2502_19