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February 2004

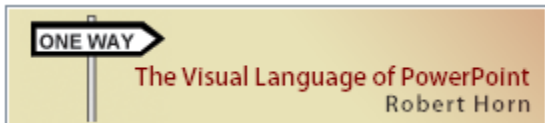
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**Welcome to the February 2004 Issue!**

Could it be that PowerPoint's ugliness is only skin deep? And that there's something more interesting going on beneath its surface? This month, Bob Horn's **interview** explores PowerPoint as part of a broader visual-verbal language evolution. And the late Rich Gold saw deeper and more important **meaning** to PowerPoint than meets the eye, and that we have yet to realize.

**The Visual Language of PowerPoint: Q&A with Bob Horn**



Are we at the verge of the creation of a new global verbal-visual language? Political scientist and Stanford scholar Robert Horn illustrated this provocative idea in his book *Visual Language: Global Communication for the 21st Century*. In a recent interview, he explores visual language and its implications for those who use words and images, especially in PowerPoint. **more>**

**The Colossal Mistakes of a PPT Implementation: An Insider's Story**



What happens when good PowerPoint intentions go bad? A major professional services firm found out the hard way when they attempted to implement new PowerPoint branding standards following a merger. Although the reader who submitted the following anecdote asked that their name and organization remain anonymous, the story contains some powerful lessons. **more>**

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**The PowerPoint Legacy of Rich Gold: A Tribute**



If Rich Gold were alive today, he would breathe some fresh air into a PowerPoint debate that seems to be growing a bit stale. Where many critics can't see the PowerPoint forest for the bullet point trees, Rich was able to see deeper into the social and cultural changes PowerPoint has brought to organizations. More about Rich later, but in the meantime, sample his thoughts [here](#)>

**Play the PowerPoint Blame Game**



Who's to blame for the state of PowerPoint today? According to the media, there's no end of guilty culprits. Some say it's presenters, who should prepare better. Others say it is corporations, whose PowerPoint politics control every font size. And a few say it is our culture, that provides no training in visual thinking skills. What has been your experience? Let us know what you [think](#)>

**Back to the Future: The PPT Challenges of the 1960s**



The more things change, the more things stay the same. That's what any PowerPoint user might think when reading about the problems faced by proposal writers at Hughes Aircraft in the early 1960s. As you read this APMP article discovered by Tony's PowerPoint weblog, just keep the word "PowerPoint" in mind, and you just might find the pathway to presentation [innovation](#)>