

The Prettification Pitfall

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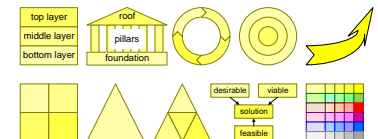
Abstract

The recommendation to transform textual slides into visual slides often derails in prettification of the slides. This presentation shows some of the most common prettification pitfalls that cause obfuscation of the message.

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Frequent feedback to draft presentations:

“way too much text, visualize”.

Next versions often replace text with non-functioning visualizations.

The most common pitfalls are:

- metaphorication
- beautification
- funnification
- oversimplification
- overstructuring
- overabstraction

Oversimplification, Overstructuring, Overabstraction

