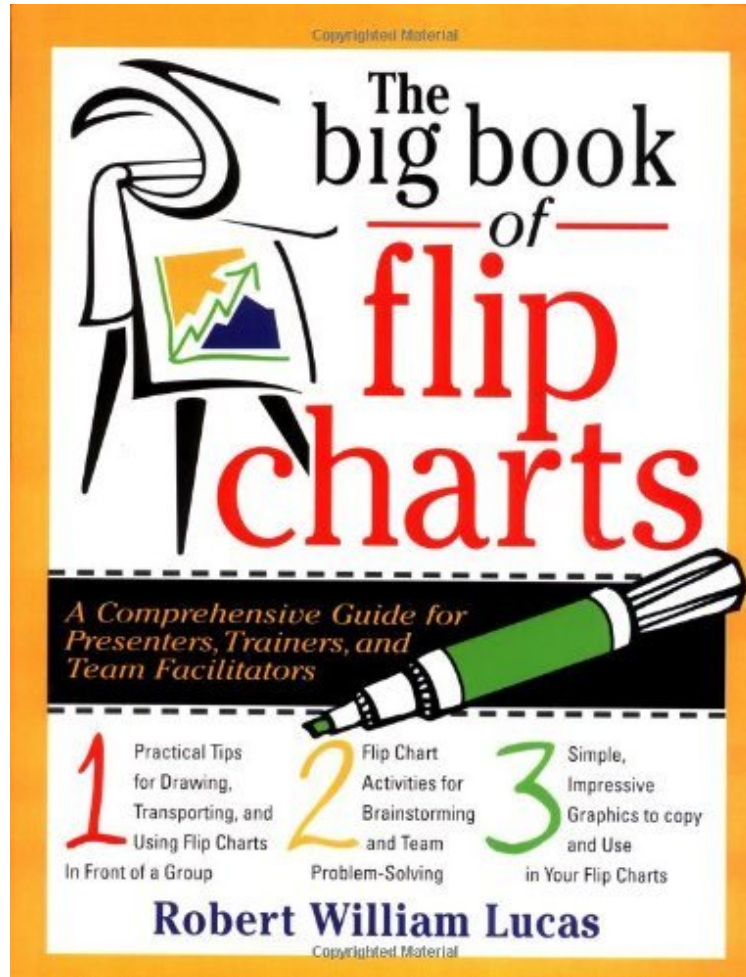


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The Big Book of Flip Charts (Big Book Series)

Robert W. Lucas

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Robert W. Lucas : The Big Book of Flip Charts (Big Book Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Big Book of Flip Charts (Big Book Series):

With all the razzle-dazzle technology around, there's still no more lively, informative, and audience-friendly way to make an impact than with flip charts. But using flip charts well is a skill. Here's a book that provides you with the proven techniques that will make you shine. You'll learn the basic design principles and artistic "tricks of the trade" that give a flip chart a professional look: Selecting and arranging lettering that makes an impact all the way to the back of the room; Transporting and setting up flip charts; Arranging the presentation room; Finding the best, most dependable equipment—including easels, paper, masking tape, and markers; Jazzing up your flip chart with "ready-to-copy" graphics; Devising flip chart activities that lead to brainstorming and team problem-solving. Soon, even the least artistic presenter will know how to develop pro-level flip charts that can make

every presentation come alive.