Technology Management Seminar Series
Spring 2011

Susan de la Vergne

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After 25 years in technology management, Susan de la Vergne left the corporate ranks to help professionals develop as leaders. Today she’s a busy freelance instructor, teaching onsite in companies as well as other institutions, and she has been teaching “Writing and Presentations” for ETM since 2008. She has a BA in English from San Diego State University and did graduate work in the Master of Professional Writing Program at USC. Susan is the author of numerous articles that have appeared in The Chronicle of Higher Education, Today’s Engineer, SPIE Journal, Perdido: Leadership with a Conscience, The Oregonian and The Journal of the Quality Assurance Institute. She is also the author of You CAN’T Manage Time - But You Can Manage Many Priorities (2006) and a new book (about to be released) Norwegian Aloha: The Making of a Sugar Cane Engineer (2011). She’s a member of the National Speakers Association and a persistent advocate for the value of a liberal arts education in business leadership.

PowerPointless: Optimizing Visual Information

Many of us use PowerPoint. We may hate it. We may wish we didn’t. We may wish we weren’t required to use it. (How many times have you heard “Please submit your slides in advance”?) But regardless of how we feel about PowerPoint, we do use it. The question is: Are we using it well? Are our visual materials enhancing our message or killing it? When should we use slides? When shouldn’t we? When we do use them, how can we optimize the information so it makes a lasting impression and improves understanding?

Susan’s seminar will turn for an answer to these questions to the work of Edward Tufte, whom the New York Times calls “The Leonardo daVinci” of data and Business Week calls the “Galileo of Graphics.” Mr. Tufte studies and writes about analytical design, imparting refreshing, remarkable and (some might say) controversial ideas. Besides his faculty position at Yale, Tufte’s work earned him an appointment by President Obama to the national Recovery Accountability and Transparency Board to develop graphical reporting because Tufte’s methods of depicting information visually serve to ensure transparency and clarity. He has written four books on the subject of effective visual display—among them The Visual Display of Quantitative Information. Mr. Tufte’s ideas and material upend conventional thinking about PowerPoint slides and graphics, as well as what constitutes effective visual display. Join us for some fresh ideas about using visual display and how best to employ it when presenting high content material.

ETM
Department of Engineering and Technology Management

Day: April 15, 2011
Time: 3:15 – 4:20 pm
Room: EB 103
1930 SW 4th Avenue
Portland, OR 97201