

MugShots

Volume XVIII • Issue #4 • May, 2010

April Topic:

The New iPad — Up Close and Personal!

Come check out my demo on Apple's new iPad



and see why it's a must-have for any true-blue Mac user! It's a cross between and iPhone and a laptop and paving the way for other slate computers. I will be showing you how I use it everyday for news, magazines, books, video,

surfing the web, and so much more!

Lisa Rysinger is a noted author and publisher of several books on video production.

Visit her Web site at <http://www.vide.com>

Members On Line

Next Regular Meeting
WEDNESDAY, MAY26, 7:30
 Rm. 500, Health Sciences
 MUGSNJ Chorale presents 10-minute
 movements by various soloists in
 opus 10.6

Executive Committee

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Book Review:

Robin Williams' Latest Text — for Non-Designers

By Maria Arguello

Product: The Non-Designer's
Presentation Book: Principles for
Effective Presentation Design
Author: Robin Williams
Price: \$24.99
Publisher: Peachpit Press
ISBN-13: 978-0-321-65621-6
ISBN-10: 0-321-65621-0
Pages: 158
March, 2010
Reviewed by Maria O. Arguello
Rating: Excellent

The Non-Designer's Presentation Book by Robin Williams is a book destined to be useful to all presenters be they beginners, intermediate, or advanced. The author focuses mostly on digital presentations but takes care to differentiate between a presentation, a speech, and a lecture. A presentation by its very nature implies the use of visual aids—enter Microsoft PowerPoint, Apple's Keynote, Google Presently, or OpenOffice Impress. However, the presenter is not limited to software. They may also use a flip chart, chalkboard, or whiteboard, and “great handouts.” What is used depends on the content of the material and the audience.

Robin Williams has had years of experience not only writing great books but also giving presentations—technical, biographical, or theatrical. She has wanted to write this book for years. And we now thankfully have a guide for all of us who wish to be better at sharing our knowledge. She has a knack for turning complicated material into fascinating yarn.

It is encouraged to be precise as to what we have liked about good presentations and about those that were not so good. By focusing on the specifics of the not so good (monotone and low voice) it is hoped that we can avoid replicating the annoying things and enforce the positive aspects (expressive and humorous).

The book guides the reader from how to design slides to discerning the best content for the audience. There are tips galore to avoid pitfalls, from the delivery of a great presentation to designing beautiful and useful slides. The color illustrations

pop throughout the book.

The best part for me was the way Robin Williams organized the ending. I found that the title of Section IV, Final Thoughts on Presentation Design, encapsulated several points mentioned throughout the book. These are: Learn Your Software; Handouts; Ignore these Rules; Listen to your Eyes, which includes a quiz on the various points made throughout the book. And finally, there is a Checklist for info; Checklist for slides; and Sources for fonts/images/video/sound.

It is emphasized everywhere in the book to spend time outlining your thoughts BEFORE learning the software. The more time spent on the details of a great presentation the better the chance that it will yield the best outcome. Quoting John Tollett, “Preparation works better than optimism.”

Buy this book. It's a must-have for all presenters, especially for Apple User Group members who need to make presentations to our groups. I learned a lot from it and expect my next presentation to be unforgettable. In a good way!



Maria is a retired high school teacher and Science Department Head who enjoys learning about the diversity of the user group community. Read more of her reviews at <http://ugab.typepad.com/ugresources/>. She has a daughter and three grandchildren who are all Mac users. She is the Apple User Group Regional Liaison for the Northeast.

Freshly Squeezed Reviews:

Skinning Your iPad

by Frank Petrie

Product: iPad Skins

Author: MusicSkins LLC

www.music-skins.com/store/

Requirements: iPad

Price: varies

Test Rig: iPad/32GB

Was there ever a doubt? The Apple Community has always treasured individuality as a right to be exercised at every opportunity (although, ironically, we're all lusting after the same new piece of technology, simultaneously). So, you knew that skins for the iPad were on their way. And at the front of the line, of course, is MusicSkins LLC.

THE JUICE

MusicSkins LLC is offering up their entire catalog for your iPad. Choose from your favorite musical artist regardless of genre to adorn the back of your iPad. Or choose from various graphic artists and TV shows. Or be really individualistic and create your own custom skin (ATTENTION: BUSINESSES!).

They can be removed from your iPad and reused on your iPad, as they peel off quite easily and leave no sticky residue. Their made of some form of vinyl that stands up quite impressively to daily abuse.

THE PULP

What I find most interesting about MusicSkinz is not it's breadth of selection. But the fact that you can mix and match your mobile devices with your desktop computer. For example, you might choose to have the exact same rendering on all of your devices, be it from your Blackberry

or iPhone, to your 15" laptop. Or you could establish a thread, using various images of the same artist or artistic collection. Or you could assign each device it's own identity.

As I mentioned earlier, the skins remove easily and leave no residue. Therefore, you could start a collection for any of your devices and switch your skins out to suit your mood.

THE RIND

Applying a skin to your iPad I found to be a bit difficult. It took me five tries. This had nothing to do with the Skinz but with the iPad itself. There is no flat surface to be found on the back of an iPad. So for me, at least, it took a while to get the Skinz positioned to my satisfaction.

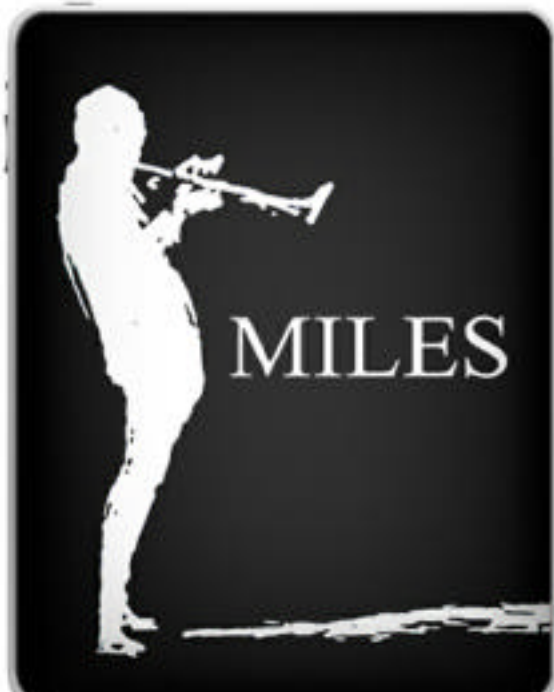
SUMMARY

As before, MusicSkinz has allowed me to express my personality, or on slow days, adopt one.

Their selection is as eclectic as it is extensive. I suggest that you spend at least a half an hour on their site. There's always something surprising that you'll stumble across.

RATING : 10 of 10

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Membership Application

- Regular (\$20)
- Student/Collegiate (\$10)
- Family (\$25)
- GCC Student (Free)
- Senior (\$15)
- Renewal (\$___)

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Employer Address _____

City _____ State _____ Zip Code _____

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Send mailings to: Home Address Employer Address

How did you learn about MUGSNJ? _____

At which user level would you classify yourself? Beginner Intermediate Advanced

Computers owned _____ Computers used _____

Current OS _____ Other software experience _____

Special interests: Photography/Graphics Video Communications Beginner Mtgs.

Other _____

I'll help with these positions: Membership Newsletter Program Hospitality

MEMBERSHIP BENEFITS

- Hardware and software assistance
- Info on the latest software and upgrades
- "MUGSHOTS" newsletter available at meetings
- Notices of Macintosh events
- Special interest groups (SIGs)
- Meet great people!

***NOTE:** Corporate/Institutional memberships are granted by approval of the Executive Committee of MUGSNJ, and are based on the number of memberships requested by the corporation/institution as well as its non-profit status.

