

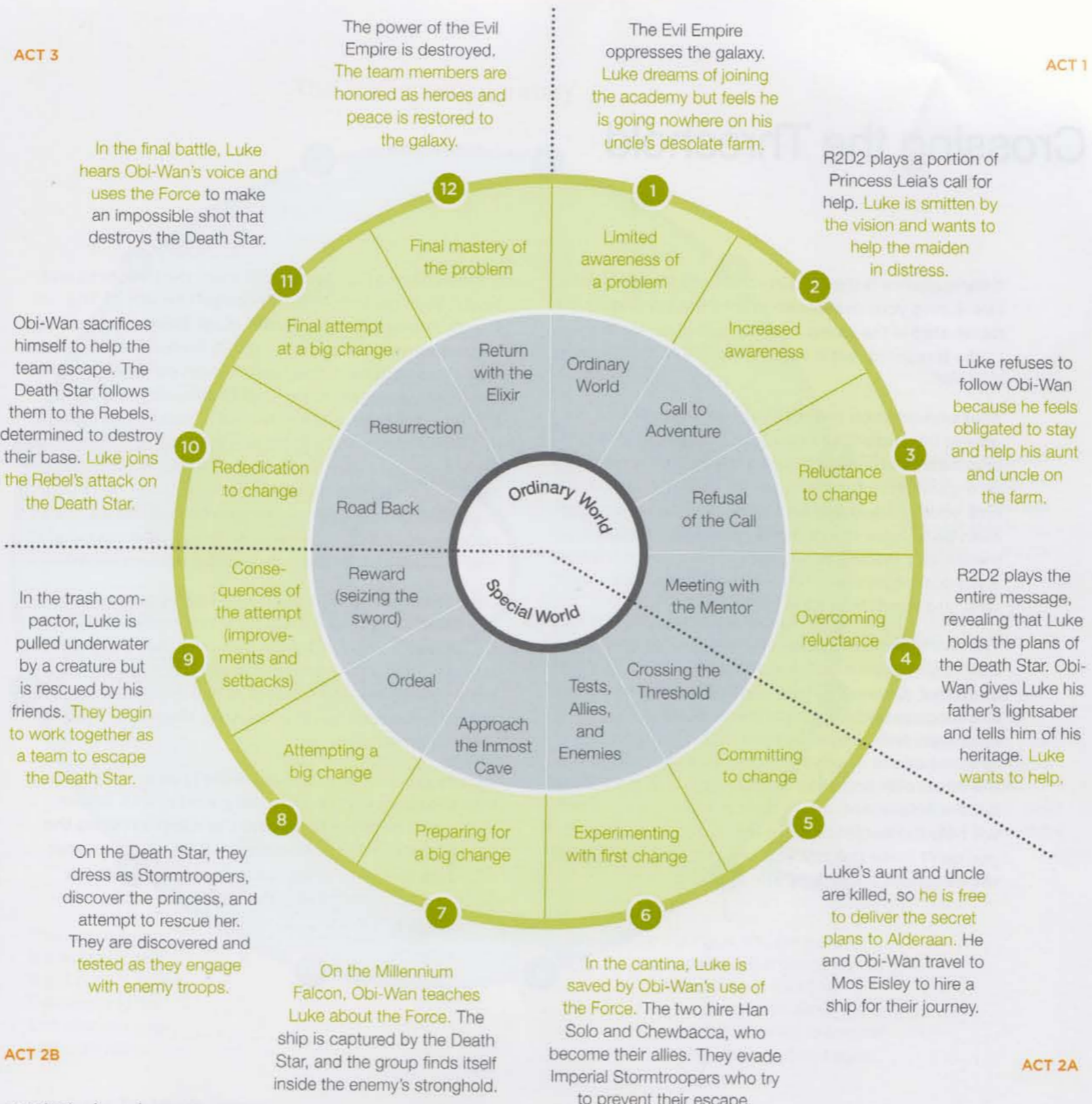
# software studio

on powerpoint etc

Daniel Jackson

# joseph campbell's "monomyth" (1949)

# The Hero's Journey



gray text = inner journey  
 green text = outer journey (character transformation)

Factoid: When George Lucas came across Joseph Campbell's work, he modified *Star Wars, Episode IV* to map more closely to this model.

## **Lincoln's Gettysburg Address** just over two minutes long

## **2 hour oration by Edward Everett**

Standing beneath this serene sky, overlooking these broad fields now reposing from the labors of the waning year, the mighty Alleghenies dimly towering before us, the graves of our brethren beneath our feet, it is with hesitation that I raise my poor voice to break the eloquent silence of God and Nature. But the duty to which you have called me must be performed; — grant me, I pray you, your indulgence and your sympathy...

# Gettysburg Cemetery Dedication

Abraham Lincoln  
(with help from Peter Norvig)

11/19/1863

# Agenda

- ☑ Met on battlefield (great)
- ☑ Dedicate portion of field - fitting!
- ☑ Unfinished work (great tasks)

11/19/1863

# Not on Agenda!

- ☒ Dedicate
- ☒ Consecrate
- ☒ Hallow  
(in narrow sense)
- ☒ Add or detract
- ☒ Note or remember what we say

11/19/1863

# norvig on powerpoint

## powerpoint

- › designed to close down debate, not open it up
- › raises the floor but lowers the ceiling

## autocontent wizard

- › “a rare example of a product named in outright mockery of its target customers”



# on bulleted lists

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Reference: Tufte, Edward. "[PowerPoint Is Evil](#)." *Wired* 11, no. 9 (2003).

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6.170 Software Studio  
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