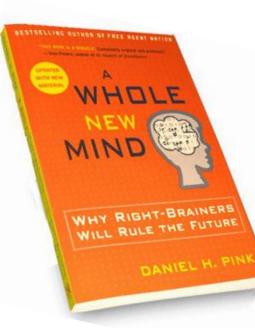


Rhett McDaniel • Center for Teaching







"It is easy to dismiss design – to relegate it to mere ornament, the prettifying of places and objects to disguise their banality.

But that is a serious misunderstanding of what design is and why it matters."

Daniel Pink











### Click to add title

Click to add text



## Help them understand

- Metaphors and symbols
- Common experiences
- Cultural references

## Help them understand

# Metaphors and symbols



Source: Ellen Finkelstein

## Help them understand

### Common experiences





## Help them understand

## Cultural references

Source: Ellen Finkelstein



## Agenda

- Global Resistance Trends
- Gram-Positive Resistance
- Gram-Negative Resistance (Europe)
- Multi-antibiotic Resistant Gram-Negative Resistance (US)



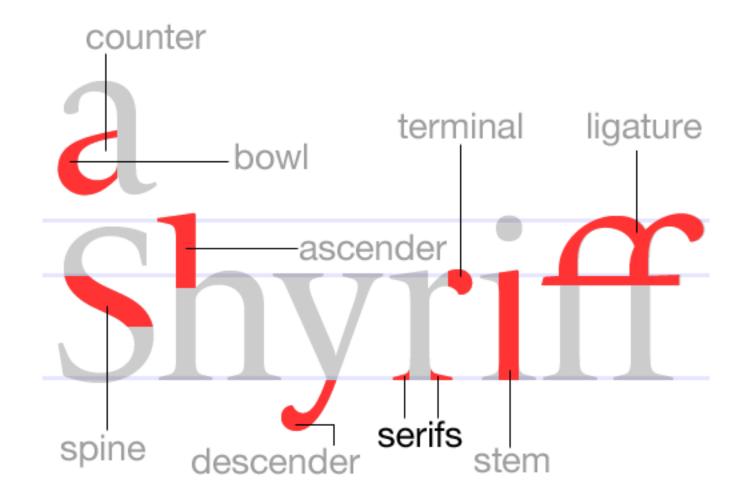
#### The 8 Dos And Don'ts Of Twitter

#### DO

- Be easy to find
- Provide timely info
- Ask advice
- Engage with your community

Don't

- Shout
- Repeat yourself
- Be aggressive
- Auto-tweet



# There is only ONE use for Comic Sans.

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