Guidelines for Assertion–Evidence Slides*

Style

1. Begin each body slide with a sentence-assertion headline that is left justified and no more than two lines

2. Support the assertion headline with visual evidence (photographs, drawings, graphs, films, or words and equations arranged visually)—avoid bullet lists

3. In the body of the slide, use words only when necessary—design your slides so that the audience reads no more than 20 words per minute
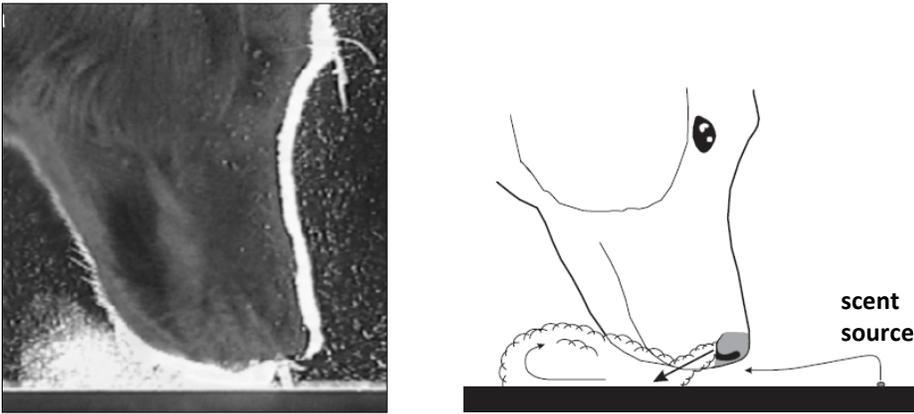
Typography

1. Use a bold sans serif typeface such as **Calibri**

2. Use 28 point type for the headline, 18–24 point type for the body text, and 14 point type for reference listings and call-outs

3. Avoid setting text in all capital letters, in italics, or with underline

Layout

1. Keep blocks of text, especially the headlines, to no more than two lines

2. Keep lists to two, three, or four items

3. Use small margins on the sides, so that you can insert sufficient white space between elements—for instance, leave at least a half-inch of white space below the headline

Template: http://writing.engr.psu.edu/AE_slide_template_white.ppt

*Michael Alley, *The Craft of Scientific Presentations* (New York: Springer Verlag, 2003), p. 116.