Checklist 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 12-14 point type (not bold) for reference listings
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

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**Trabeculae reduce a bone’s weight while giving it maximum strength against multiple forces**

![Trabeculae Diagram](http://www.travlang.com)

![Eiffel Tower](http://www.answersingenesis.org)

**PowerPoint Template:** [http://writing.engr.psu.edu/AE_template_PSU.ppt](http://writing.engr.psu.edu/AE_template_PSU.ppt)

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*The Craft of Scientific Presentations* (Alley 2013)