

## Checklist for designing scientific presentations

Not all criteria might apply. Not all criteria might be checkable without delivery.

### Content

Audience targeted  
Purpose achieved  
Emphasis appropriate


Needed information conveyed  
Terms defined, background given


### Structure

#### Organization: Beginning

Importance conveyed  
Credibility conveyed


#### Scope and Depth

Scope appropriate  
Depth appropriate


#### Organization: Middle

Assertions supported  
Sources acknowledged


#### Transitions

Beginning -> middle  
Middle -> ending


#### Organization: Ending

Main assertions summarized  
Closure achieved


### Slide design

#### Headlines

Each slide conveys a message  
Each headline states key assertion


Each slide serves the audience  
Each headline succinct (max 2 lines)


#### Visual evidence

Visual evidence supports  
Level of detail appropriate  
Bullet lists avoided


Text blocks kept to max 2 lines  
Less than 20 words/min projected  
Elements well aligned


#### Format

Font type easy to read  
Weak software defaults avoided


Font sizes consistent  
Enough space left between elements
