Checklist for Assertion-Evidence Slides*

Style

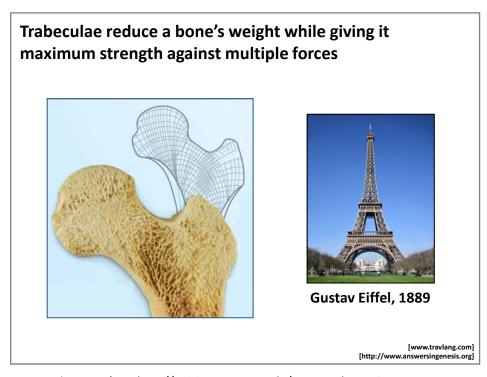
- 1. Begin each body slide with a sentence-assertion headline that is left justified and no more than two lines
- 2. Support the assertion headline with visual evidence (photographs, drawings, graphs, films, or words and equations arranged visually)—avoid bullet lists
- 3. In the body of the slide, use 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



PowerPoint Template: http://writing.engr.psu.edu/AE_template_PSU.ppt