Checklist for designing scientific presentations
Technical Communication @ ITU, Fall 2021

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

Content

Audience targeted ☐   Needed information conveyed ☐
Purpose achieved ☐   Terms defined, background given ☐
Emphasis appropriate ☐

Structure

Organization: Beginning   **Scope and Depth**
Importance conveyed ☐   Scope appropriate ☐
Credibility conveyed ☐   Depth appropriate ☐

Organization: Middle   **Transitions**
Assertions supported ☐   Beginning -> middle ☐
Sources acknowledged ☐   Middle -> ending ☐

Organization: Ending
Main assertions summarized ☐
Closure achieved ☐

Slide design

Headlines
Each slide conveys a message ☐   Each slide serves the audience ☐
Each headline states key assertion ☐ Each headline succint (max 2 lines) ☐

Visual evidence
Visual evidence supports ☐   Text blocks kept to max 2 lines ☐
Level of detail appropriate ☐   Less than 20 words/min projected ☐
Bullet lists avoided ☐   Elements well aligned ☐

Format
Font type easy to read ☐   Font sizes consistent ☐
Weak software defaults avoided ☐   Enough space left between elements ☐

Source: Michael Alley. The Craft of Scientific Presentations, 2nd Ed.