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
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

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