

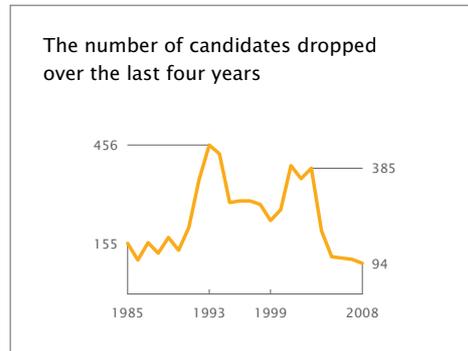
Checklist for slides

Content slides

Is the title visible and readable?
Is it no more than 12 words or so, well-balanced on up to two lines, surrounded by sufficient space?

Is the content of the slide visual?
Can it be processed in an instant, globally rather than sequentially?

Does the title convey the message (the *so what*)?
Is it a complete sentence, with a subject and a verb?



Are text items set large enough
Including in tables, graphs, etc.?

Are all colors contrasted enough
when projected on the big screen?

Are data prominent (thick lines, etc.) **and is the rest unobtrusive?**

Did you omit whatever adds little (background, logo, decoration)?

Does the slide make (reasonable) sense on its own?
Can the audience get the point just by looking at it?

Are navigation items segregated,
as on another background color?

Structure slides

Is your structure well balanced?
Does it include five main points or fewer (optimally three exactly) and no more than five subpoints, if any, for each of the main points.

Rethinking the mission
of the Folles Foundation

The conclusion
from our study

Our proposal
for tomorrow

Success factors
for the proposal

Did you avoid titles that add little,
such as *Preview* or *Outline*—or
use the title of the talk instead?

**Are structure slides recognizable
as such?** Do they differ enough,
at a glance, from content slides,
as with another layout or color,
or a consistent graphical element
(logo, thematic illustration, etc.).

Can the structure of your talk be seen at a glance?
Is the preview limited to one level, with short labels?