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
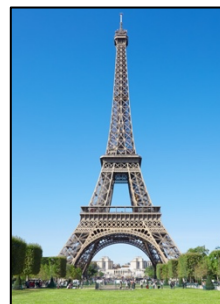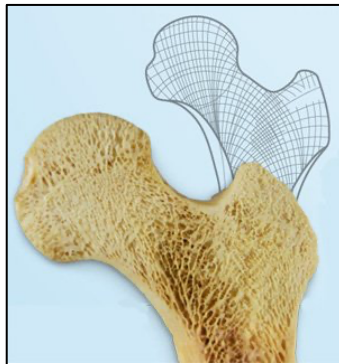
Typography

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 with 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

Trabeculae reduce a bone's weight while giving it maximum strength against multiple forces

Gustav Eiffel, 1889

[www.travlang.com]
[http://answeringenesis.org]

Assertion-Evidence Slide Structure is documented in The Craft of Scientific Presentations (Michael Alley 2013)