Checklist for slides

Content slides

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

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?

The number of candidates dropped over the last four years

- 1985: 155
- 1993: 94
- 1999: 456
- 2008: 385

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

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)?

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?