

Assertion-Evidence Slide Design: Related Articles

Lee Andrew Hilyer, MLIS, M.Ed., Presentations for Librarians

Alley, M., & Neeley, K. A. (2005). Rethinking the design of presentation slides: A case for sentence headlines and visual evidence. [Article]. *Technical Communication*, 52(4), 417-426.

This is the first article discussing the history of, and preliminary research on assertion-evidence slide design. You should also visit <http://www.writing.engr.psu.edu/slides.html> for more information and downloadable templates.

Alley, M., Schreiber, M., Ramsdell, K., & Muffo, J. (2006). How the design of headlines in presentation slides affects audience retention. *Technical Communication*, 53(2), 225-234.

Farkas, D. K. (2009). Managing Three Mediation Effects that Influence PowerPoint Deck Authoring. *Technical Communication*, 56(1), 28-38.

Jennings, A. (2009). Creating Marketing Slides for Engineering Presentations. *Technical Communication*, 56(1), 14-27.

Mackiewicz, J. (2007a). Audience perceptions of fonts in projected powerpoint text slides. *Technical Communication*, 54(3), 295-307.

Mackiewicz, J. (2007b). Perceptions of clarity and attractiveness in PowerPoint graph slides. *Technical Communication*, 54(2), 145-156.

Mottart, A., & Casteleyn, J. (2008). Visual Rhetoric Enhancing Students' Ability to Communicate Effectively. *International Journal of Engineering Education*, 24(6), 1130-1138.