



**Figure 6:** An example of bad font size and line count. Description: an example of poor text use on the slide; the text of this slide is derived from the amusing and useful advice in [20]. Explanation: the text on this slide is too wordy, doesn't use semantic splitting (see Figures 5 (a) and (b)) and would not be visible from all points in the room. Implication: the key points may not be obvious or visible to the audience; the audience is unlikely to remember all of the text written on this slide; a stronger presentation would carefully emphasize the main points and not overload the audience with so much information.