

## Teaching and Learning Series

### ENHANCING YOUR TEACHING SKILLS

Thursday, November 17, 2011

## Rethinking the Design of Presentation Slides: the Assertion-Evidence Approach

Michael Alley, Associate Professor  
Engineering Communications  
Penn State University

10:00-11:00am, Amphitheatre I



Michael Alley will present the “assertion-evidence” approach as the key to effective scientific and classroom presentations. His research demonstrates that this approach results in better retention of material by audiences.

He is the author of three textbooks: *The Craft of Scientific Presentations* (2003), *The Craft of Editing* (2000), and *The Craft of Scientific Writing* (1996). He has taught technical writing and presentation skills to science and engineering students at Penn State, the University of Texas, the University of Wisconsin, and Virginia Tech. His professional communication workshops have been held across the United States and in Europe.