• tenets of bad speaking  
• an art form  
• guarantee

I. THOU SHALT NOT BE NEAT.
• spelling, grammar, legibility  
• listen to talk, not read it  
• only 50 people anyway

II. THOU SHALT NOT WASTE SPACE.
• use up all of the space  
• slides cost 35 cents each  
• cut 10 slides to 5, give 4 talks = $7.00

III. THOU SHALT NOT COVET BREVITY.
• stereotype of scientists  
• complete sentences, not just keywords  
• paragraphs or even the whole paper  
• why spend time making more slides for the same material

IV. THOU SHALT COVER THY NAKED SLIDES.
• nothing like suspense; want audience to hang on every word  
• can’t let audience read ahead  
• keep their attention focused  
• after perfecting, add another on top  
• fall behind → might as well leave

V. THOU SHALT NOT WRITE LARGE.
• only conceited people use large  
• be humble  
• important people in front, ignore riffraff

VI. THOU SHALT NOT USE COLOR.
• flagrant color indicates uncareful research  
• unfair to emphasize some words over others

VII. THOU SHALT NOT ILLUSTRATE.
• introduce Dijkstra  
• Confucius vs. Dijkstra  
• wisdom from the ages vs. the person who first counted goto’s  
• overlays cost 35 cents each
VIII. THOU SHALT NOT MAKE EYE CONTACT.

- avert eyes to show respect
- doesn’t help to make points
- makes audience uneasy
- not polite to stare

IX. THOU SHALT NOT SKIP SLIDES IN A LONG TALK.

- audience came a long way
- want to hear the *whole* talk
- speak faster (blur about front and riffraff)
- if necessary, skip summary and conclusions—repetitive
- still can’t understand? their problem

X. THOU SHALT SPEAK NEITHER LOUDLY NOR CLEARLY.

- important people are in front
- don’t use a mic
- let the back read the slides

* loss of other Eleventh Commandment

XI. THOU SHALT NOT PRACTICE.

- waste of valuable research time
- argue over every point
- go overtime