

Citations in slides.

Context matters.

So...slides. You don't want to clutter them up with citations, but yes, you should always be prepared to attribute your sources.

In the **business/real world context** formal citations can serve as a distraction. For example, you wouldn't include references in a pitch deck, (although you might list sources in a leave behind report, and you should be ready when someone asks where you got that number...).

In the **academic context**, use the protocol below for **all** presentations.



On each slide

Add a small parenthetical to the lower right corner of your slides - you can make the text a light color, and small so that it doesn't distract (but is still legible!) from the main points you're trying to make.



Reference Slide

Add a slide at the end of your presentation - after the closing slide. You will list out all of your full citations, ordered alphabetically, just like you would for a text document. If you need more than one slide, fine.

A note on Images: You *don't* need to cite clip art, creative commons no attribution license images, or AI generated image that you created. You do need to cite other images.

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