

## Designing Effective Academic Posters

Poster sessions are an integral part of almost every scientific conference. Their purpose is to highlight research results, visualize them, and stimulate discussion. To draw your audience in, you need a crystal-clear message, a text format optimized for best legibility and well-chosen graphics. And above all, you need to think well through how to organize your research content on the huge A0 poster format.

Basic rules of graphic design and layout technique will help you to present your work in a visually well-structured and appealing way. The training shows you how to present your research efficiently and provides enough time to put directly into practice what you have learned.

Due to the Corona restrictions this workshop was transferred into an online-seminar and simulates the traditional physical event as closely as possible.

The seminar will be streamed online and contains online and offline parts.

### Content

- Communication
- Corporate design and poster templates
- Design basics Professional layout technique – design with grid and columns
- How to set up and work with poster templates (PowerPoint)
- Practice time to design or redesign your poster at home / office
- Timeframe for questions – first feedback – hints and tips  
Feedback Session

### Please note

To profit the most from this workshop, participants are required to bring material (text, images, graphs etc.) of their current research work or recently designed posters.

**Trainer:** Birgit Lukowski

**This course will be held in English and online.**

### WANN

12.02.2021 09:00 - 16:00

17.02.2021 15:00 - 16:00

[BOOK HERE](#)