Clear at glance! Designing Effective Academic Posters
Be well prepared to sussessfully present your research at the next virtual event.

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, arrange and illustrate your research content for a printed or digital poster format..

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

LINE UP

Part 1 | 05.05.2021 | 09:00-12:00 | ONLINE

- communication – structure, main message, target audience, objectives, intended impact

- corporate design and poster templates

- design basics – typography, colour, proportional balance, visualisation, composition

- professional layout technique – design with grid and columns

- how to set up and work with poster templates (PowerPoint)

13:00 – 15:00 | OFFLINE

Practice time to design or redesign your poster at home / office

15:00 – 16:00 | ONLINE

Timeframe for questions – first feedback – hints and tips how to work on

Follow-Up | 10.05.2021 | 09:00 – 10:00 | ONLINE

Feedback Session: Get together to present and evaluate the poster drafts

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. If you come well prepared, you may come away from the seminar with a finalized poster.

Trainer: Birgit Lukowski

This course will be held in English and online.

WANN
05.05.2021   09:00 - 16:00
10.05.2021   09:00 - 10:00

BOOK HERE