

COMBINED WORKSHOP



Academic Poster Full Circle

Seven basics steps to create
an appealing scientific poster layout

Basic rules of design will help you to present your research topic visually well organized, attractive, eye-catching.

Together with an efficient pre-structuring of your research work with focus on its most relevant items, you learn how to best create your own poster and to put directly into practice what you have learned.

TRAINER:
BIRGIT LUKOWSKI

GRAPHIC DESIGNER
AND LECTURER

FOR FURTHER
INFORMATION:

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Academic posters as a major aspect of academic publishing are an integral part of almost every scientific conference with their purpose being to highlight and visualize research results as effectively as possible and invite discussion.

In this workshop you learn how to conceptualize / develop a clearly structured poster design so as to attract the attention of your target audience and how to get away from the densely-packed, high-wordcount format still so common today. You learn how to optimize the formatting of text for best readability and the selection of images and graphs and – above all – gain the know-how of spatial organization on the huge A0 paper dimension.

EXAMPLE | 1 DAY WORKSHOP | 6 H |
Designing Effective Academic Posters

THEORY AND PRACTICE:

Poster – the visual tool to support your presentation | pre-considerations | content structure | design basics: typography, image, colour, proportional balance | corporate design elements | working with templates | scope of design | design grid and columns | poster layout practice session | pdf | finishing | evaluation |

TARGET GROUP: PostDocs / Doctoral Candidates

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

SOFTWARE: PowerPoint / Adobe Indesign CC / Scribus

Design and Presentation Space –
Workshops for Graduates and Early-Career Scientists

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