Designing Effective Academic Posters

Addressees:
Doctoral candidates and postdocs

Goals:
In this workshop, participants learn how to conceive and develop a clearly structured poster in order to attract the attention of their target audience. They will also learn the importance of moving away from densely-packed, high word count formats still so common today.

Content Outline:
As a major aspect of academic publishing, posters are an integral part of almost every scientific conference. Their purpose is to highlight and visualize research results as effectively as possible and invite discussion. Basic knowledge about design will help participants to present their research work visually well organized, attractive, eye-catching.

Methods:
Specially tailored to the requirements of scientific presentations, the workshop conveys a basic knowledge of design and layout techniques, e.g. text formatting for better readability, optimizing images and graphs, handling of proportion/composition and using layout grids and templates. In the practice session participants will put directly into practice what they have learned. Software: PowerPoint (optionally Adobe Indesign or Open Office)

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.

Language:
This workshop will be held in English. Good English skills are of advantage but are not a requirement.

Trainer:
Birgit Lukowski, Communication Designer and Lecturer for Presentation Technique

Date:  Tue 17 July 2018, 10:00 a.m. to 05:30 p.m.
Place:  TUHH, Channel 4 (Harburger Schloßstraße 28), Room CH4-0.21

Registration:
Due to a limited number of participants a binding registration is necessary. Please ask your supervisor for permission to participate and then address your registration to https://intranet.tuhh.de/anmeldung/academic_posters.

For registered participants attendance at the entire workshop is obligatory.

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