Designing Effective Academic Posters

Addressee: 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. The practical part provides ample time to apply the gained knowledge and the opportunity to design or redesign your individual scientific poster.

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, as well as a laptop equipped with PowerPoint (optionally Adobe InDesign or Open Office).

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

Trainer: Birgit Lukowski, Communication Designer, Lecturer for Presentation Technique, Workshop-Trainer

Date: Thursday 27 June 2019, 10:00 a.m. to 05:30 p.m.

Place: TUHH, Am Schwarzenberg-Campus 1 (A), 2nd Floor, Room 2.79

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/designingacademicposters.

For registered participants attendance at the entire workshop is obligatory.

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