

Description Workshop

"POSTER PRESENTATIONS – USING GRAPHIC DESIGN TO SHOWCASE YOUR RESEARCH"

Qualification objectives:

This workshop aims to familiarise participants with the effects and importance of graphics design elements in a scientific poster. A carefully choreographed combination of information and its graphical form is essential for conveying scientific content and will be a fundamental tool for the communication between the presenting scientist and their audience.

Contents:

In the theoretical part, participants will be introduced to basic communication principles. They will learn about key graphic elements (e.g., font, colour, diagrams, logos) and helpful techniques (layout, structure) that can be used to highlight and amplify a scientific message. Participants will also be introduced to the concept and importance of corporate design guidelines. In addition, they will learn about technical aspects such as computer programs, file formats, and the process of printing a poster. The practical part will include the evaluation and discussion of pre-existing poster examples as well as the participants' own works. It will be rounded off with some practical tips and tricks on how to present and communicate at a poster session.