

Best Practices for Creating Scientific Presentations and Posters

Tutor	Amran Salleh, Graphic Designer, www.explainables.org
Organisation	Graduate Academy
Language	English
ECTS-Points	1
Nos. of participants	max. 12
Content	<p>We will provide a hands-on introduction on how to create effective visual products to communicate your research. We will explore some fundamental principles of graphic design and how they can be applied to scientific presentations or posters. In collaboration with the instructors you will work actively on crafting your presentation or poster in class. The concepts the instructor will show should be independent of the software you use and applicable to e.g. google slides, Powerpoint, Keynote, Latex, Adobe Illustrator, InDesign and Photoshop.</p> <p>Learning Objectives</p> <ul style="list-style-type: none"> • Introduction to basic presentation and poster design • Application of visual design principles to guide your process of creating scientific visuals • Effectively communicate your research with a scientific presentation or poster • Incorporating useful tips and tricks about various layout software tools • Avoiding technical pitfalls for digital and printing products (file formats, color spaces, image resolution, text, etc.)
Prerequisites/ Materials	<p>We will work with short lecture bits, interactive exercises and improvisation activities. In hands-on exercises with professional feedback by designers you will learn to create your own presentation or poster template and how you improve your presentation slide deck or poster for your specific talk. You will present your major improvements in front of the class and you will benefit from peer feedback.</p> <p>To guarantee personal feedback on your project during the first course day,</p>



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	<p>please submit a current version or a first draft of your presentation or poster in PDF format two weeks in advance.</p> <p>Software and electronic devices to work on your presentation or poster are required during the course.</p>
Notes	<p>This Graduate Academy offering is directed at researchers, post-docs, doctoral students, people interested in starting a dissertation and employees of Lucerne universities and their partner institutions and is free of charge for these persons. For persons not affiliated with Lucerne universities, the course fee is CHF 600/day.</p>