

DESIGN ATTRACTIVE POSTERS

A training course to design scientific posters that highlight your results

Scientific posters are a visual communication media to publicize your work. But they are often not very legible and do not draw attention enough.

What method should you use to prepare your posters? What are the writing rules to know? And, during your poster training sessions, how can you favour interactions with the audience?

During two days, this science communication training workshop will help you to find answers to these questions..

Objectives

Make a good first impression
Make your results legible
Smoothen your style

Training duration

2 days

Number of participants

Up to 6

Audience

Anyone who needs to design and present scientific posters

Educational resources

Theoretical and methodological background, practice on material brought by participants, group exchanges, exercises

Evaluation procedures

Questionnaire at the beginning and at the end of training (self-evaluation)

Prerequisites

None

Program

Make a good first impression

Create an attractive title
Work on the visual impact
Find a graphic balance

Make your results legible

Acquire simple presentation rules
Target the message to convey
Use charts easy to understand
Narrow information its key elements
Tell « a story »

Learn how to present your poster to the audience

Interact with your audience
Make sure your audience remembers the key parts of your communication
Prepare the question and answer session
Produce a paper handout to give out if necessary

