

## ISOS Course

# Design Basics for Scientific Posters

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2 + 3 February 2017 | 09:00 – 16:30 h

At a typical conference, your poster is one of hundreds vying for attention; whether your chosen audience stops or passes by depends not just on the data itself but also on how effectively the data and message get across – typically in the first 20 seconds. Presentation in a logical, precise and visually pleasing manner makes all the difference between losing the audience or entering into conversation.

In this course we combine the two major challenges; a) identifying and wording the scientific message and checking consistency of content and b) implementing basic rules of design, presentation and typographic layout to make the message visually accessible and satisfying.

Powerpoint will be available on computer terminals, but you may bring your own laptop with any other programme in which you create your poster.

Voices of previous participants:

*“How to make a perfect poster using the right tools.”*

*“Simple tricks from a design expert that really make a difference.”*

Sebastian H. Schroeder is a freelancing photographer and artist specialized in visual media. He worked for major enterprises as well as NGOs across the globe.

**Venue:** Leibnizstr. 1, room 105a

*ISOS PhDs have priority in our courses.*

*Child care can be provided if we have two weeks advance notice.*



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[www.futureocean.org/isos](http://www.futureocean.org/isos)