

# HOME TRAINING DAYS

## Online Workshop „Secrets of Impactful Poster Design and Presentation“

**Date:** Wed, 31. July + Thu, 01. August + Wed, 07. August 2024, 09:00–12:00 hours

**Place:** Online via Zoom

**Trainer:** Mark Edwards

**Target group:** doctoral researchers from all disciplines, max. 12

**Language:** English

### Content and approach

A guide to the essential steps to designing a powerful poster. What has visual impact – and what to avoid. Practical, easy-to-apply tips to create a professional standard of output. Integrating the principles of visual communication to poster design, and the course leader's recommendation for easiest software to learn.

The course covers the following topics:

- Starting right: writing and editing the text to provide a powerful focus
- Essentials of visual logic
- Finding the optimum layout:
- Principles of 'Grid Design'
- Software tools: Powerpoint, Adobe illustrator, Corel Draw
- Powerpoint techniques and brief top tips tutorial
- Use of Imagery: What works, and what doesn't – with examples
- Graphic Design or hand-drawn illustration?
- Photoshop and other photo-manipulation software
- How to test the poster and obtain feedback
- Creating Interactive (e.g. PICO) academic posters

Using a lively mix of practical exercises, software tutorial, discussion, and group work this course examines the essentials of creating an impactful and memorable poster design. On the third day of this course, which follows one week after the first two, the participants each have the opportunity to present a poster in an online environment for the feedback of the group.

### Trainer

Mark Edwards began his career by co-founding and operating a successful marketing and graphic design business. Following this, Mark gained more than fifteen years' experience of working at brand management level in blue-chip companies (British Petroleum, GlaxoSmithKline) and as a National Training Manager for a network of over 300 small and medium-sized businesses. Since 2010, Mark has been successfully delivering specialised English courses in Germany in association with Kompetenzia International. Clients include major universities and research institutes in Berlin and all over Germany.