

## **Best Practices for Creating Scientific Presentations and Posters**

### *Content*

This workshop 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 posters and presentations. In collaboration with the instructors you will work actively on crafting your poster/presentation in class. The instructor will be presenting and using templates in Google Slides but the concepts shown should also be applicable to Powerpoint, Keynote, Latex, Adobe Illustrator, InDesign and Photoshop.

Goal: To improve your personal presentation or poster design.

The workshop is divided into two parts (one half-day each):

- 1) Graphic design principles applied to scientific visualization and how you can adopt them to your work, review of the submitted projects
- 2) Actively working on improving your poster/presentation in class, presentation and feedback session on individual homework projects

### *Learning Objectives*

- You will learn how to apply visual design principles to guide your process of creating scientific visuals
- You will learn to effectively communicate your research with a scientific poster or presentation
- You will hear some useful tips and tricks about various layout software tools
- You will learn which technical pitfalls to avoid for digital and printing products (file formats, color spaces, image resolution, text, etc.)

### *Individual Feedback*

You will be asked to work on a challenging visualization of your choice (ideally a poster or short presentation of your own research in PDF format) between day 1 and 2. To guarantee personal feedback on your project during the first course day, please submit your visualization **before Oct 16, 2020 09:00 a.m.** In case somebody does not submit a project, this person's participation is cancelled and the place will be offered to participants on the waitlist.

### *Instructors*

Dr. Daniel Angerhausen ([daniel.angerhausen@explainables.org](mailto:daniel.angerhausen@explainables.org)), ETH Zürich, Amran Salleh ([amran.salleh@explainables.org](mailto:amran.salleh@explainables.org)), both [www.Explainables.org](http://www.Explainables.org)

*Target Audience*

You wish to improve clarity and effectiveness of your scientific posters and/or presentations. You will be able to benefit from this course regardless of your field of research or the language required for scientific communication in your field.

*Language*                      English

*Nr of Participants*            max. 12

*Dates*                            Nov 2 & 6, 2020 9 a.m.-12:30 p.m.

*Location*                        University of Bern, Mittelstrasse 43, room 216

*Recommended ECTS*    0.5 (15h workload)

*Requirements*

Participants are requested to bring either a scientific poster or a 5-10 slides presentation in digital form and as a print-out (preferably as A3) which we will work on during the workshop.