



01., 02. & 08. November 2023, 14:00-17:00

## **Remote Workshop**

Mark Edwards

### **Secrets of Impactful Poster Design and Presentation**

#### **Content:**

A guide to the essential steps of designing and presenting 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. How to prepare yourself to deliver your messages clearly and at different levels of depth. Tips for speaking, being noticed in a busy presentation space and making an impact.

#### **Content in brief:**

- 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 techniques and brief top tips tutorial
- Use of Imagery: What works, and what doesn't – with many examples
- How to test the poster and obtain feedback
- Presentation tips - How to : Keep it brief but relevant; Summarise and close; Read your audience; Make the most of the opportunity.

#### **Methods:**

Lively mix of Design theory and practical techniques, software tutorial, discussion, live exercises and group evaluation work

**Workshop language:** English

The event is aimed at PhD students of the Faculty of Mathematics and Natural Sciences at HU Berlin, max. 12 participants.

**[Please register until 25 Oktober.](#)**

Zoom link shared after registration