Communicate your Science: Poster Design and Graphical Abstracts

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Objectives

Create beautiful and effective infographics, posters and graphical abstracts. You will learn the best practices in science communication and design to make sure your work gets noticed and understood.

This course is the starting point to kick off your science communication skills. Learn to think about the goal and audience of your communication, the essentials of good design, how to avoid common design mistakes, and create your own designs that will help you get your message across. We've had many students win awards for their posters!

Topics: What you will learn

- Think about the goal of your communication

- Define your audience and what they want

- Create a compelling title to get your message across

- Learn the value of narrative techniques and storytelling

- Learn the design principles to create clear designs. Hierarchy, contrast, emphasis, colours, consistency and white space

- Examples of good and bad posters, presentations, visual abstracts and infographics

- How to incorporate images and icons effectively in diagrams

- Overview of tools and resources to use for your work

- Data visualization: learn how to create better graphs and other forms of data visualisation

- Accessibility and creating inclusive designs

Please note: You will **not** learn how to use design software (although you might get some useful tips). You can work with any tool you're familiar with, from PowerPoint to Canva or Adobe Illustrator.

Schedule

Day 1: **13.00 – 17.00 hrs.**
- Basics of science communication (define your goal and audience)
- Storytelling
- Writing a plan and title for your design

Day 2: **09.00 – 17.00 hrs.**
- A crash course graphical design, with practical examples and tips.
- Translating your message into design
- Work on your own design project (poster/graphical abstract/science graphic) and get professional feedback and help with your story and design.

Day 3: **09.00 – 15.00 hrs.**
- Questions from the group, help with your design project
- Pitch your design to the group and receive feedback

Practical information:

- Bring your laptop and a charger (people who are normally working with a desktop computer can borrow a laptop from the MARUM ECR support)
- Create a first version of your design, or collect all the texts and graphs that you want to include.

Target Group

All members of MARUM (including GLOMAR) who would like to improve their graphical projects and/or learn about what makes a good graphic to deliver their message

Venue

MARUM, University of Bremen, Leobener Str. 8, 28359 Bremen, Germany
MARUM I (main) building,
Room 2070 on day 1+2, room 2060 on day 3

Registration
To register for this course, please visit the course web page:
https://www.marum.de/en/education-career/professional-development/2024/2024-03-11.html

Please note that your registration will be binding. Participants are expected to attend all three days of the course.

The registration deadline for this course is **29 February 2024**.

Any enquiries regarding this event can be addressed to early-career@marum.de.