Poster Presentations: Science and Art

Course Synopsis

Poster presentations are an essential part of conference proceedings. This course covers an advanced understanding of the poster's role as a visual aid, and how it differs from a paper or oral presentation slides. In it, you will tackle the two most challenging aspects of poster presentations: how to design attractive posters, and how to engage a mobile audience.

The course covers basic design concepts such as color choice, visualization and flow of information, but also concise writing and choosing what and how much to include. Unlike in an oral presentation, the audience is not tied to a room or a topic. They are free to walk away, interrupt, or disengage at any point. This course will apply the strategies used by curators in art galleries to effectively identify and engage different types of audiences.

Career Opportunities

Conferences are the perfect place to network and generate interest in your work. Stage presentations may be the most sought-after way of doing so, but one should not underestimate the power of an effective poster presentation. Make the most out of your presence by engaging people on a **personal** level to identify collaborators and build your network.
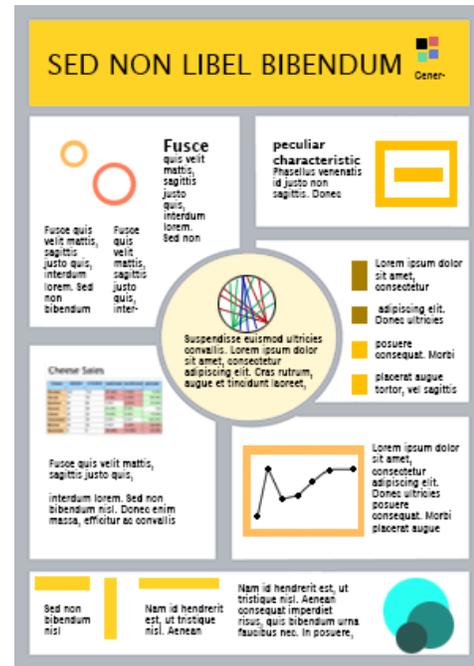
Target Participants

The course is designed for researchers and postgraduates who attend conferences in the course of their work to convince, motivate, inform, or seek collaboration.

Course structure

Module 1: Downsizing information to enhance interest and
       readability
Module 2: Mastering design concepts to allow effective
       information flow through eye-catching elements
Module 3: Engaging a semi-passive audience
Module 4: Dealing with difficult situations or people.
Module 5: Practicing learnt skills with trainers and participants

All participants will present the standard class poster. However, participants can still bring posters which they would like critiqued during the class. These posters must be in powerpoint form.

Duration

One day

Class Size

Twelve participants

Your Trainers

Jean-Luc and Justin Lebrun are trainers with *Scientific Reach*, an organisation that has helped scientists worldwide perfect their writing and presentation skills over the past 10 years. Justin holds a degree in Arts Management from Lasalle, College of the Arts and a Masters in Science Communication from the National University of Singapore. He is applying his expertise in visual design to bridge the communication gap between scientists and their audience. Jean-Luc has managed research programs while working at Apple Computer in its Advanced Technology Group for over ten years.