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Support in Visual Communication and Poster Design

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Support in Visual Communication and Poster Design

KATARINA JANDÉR & APRILE CLARK | LIBRARY & ICT, FACULTY OF MEDICINE, LUND UNIVERSITY



TWO-DAY POSTER DESIGN COURSE

Content

- Focus on layout and basic visual communication
- Group discussion: 4-5 examples of posters from faculty researchers
- Introduction to InDesign
- Presentation & hands-on: InDesign and PowerPoint poster templates
- Group exercise: Reduction

Scope

- Target audience: PhDs, poster design beginners and interested in using Lund University poster templates
- Learning outcomes: designing an appealing and readable poster using tools from graphic design
- In both Swedish and English

INDIVIDUAL RESEARCHER SUPPORT

- Just-in-time support for pre-design help or feedback on a poster before printing
- PhDs can book an appointment for extended individual support in e.g. choosing format, setting the layout and working with templates
- We also offer tailor-made courses and workshops for research groups, on request and after agreement



WEB-BASED SUPPORT

- Web page on the faculty staff pages with useful layout tips and links to university resources such as the poster templates for Lund University
- www.med.lu.se/intramed/forska_utbilda/poster



BACKGROUND

- Early career researchers at the Faculty of Medicine expressed a need of support in visualising and communicating their research findings.
- We set up a questionnaire for faculty PhDs attending compulsory courses on their experiences and need of support
- Exchange of ideas with educational consultant
- We participated in a PhD poster course at Faculty of Engineering (LTH)

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