Support in Visual Communication and Poster Design

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Support in Visual Communication and Poster Design

KATARINA JANDER & 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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