

Communicate your Science:

Poster Design and Graphical Abstracts

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<https://www.theonlinescientist.com/>

1 – 3 April 2025

MARUM I, room 2070

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. The lecturers have had many researchers 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 visualisation: learn how to create better graphs and other forms of data visualisation
- Accessibility and creating inclusive designs
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Please note that 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 on 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 – 17.00 hrs.

Questions from the group and help with your design project
Pitch your design to the group and receive feedback

Practical information

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

Target group

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

Registration

To register, please visit the course web page of your institution/programme:

<https://www.marum.de/en/research-training/2025/2025-04-01.html> or

<https://www.uni-bremen.de/mapex-center-for-materials-and-processes-1/center-for-materials-and-processes-1/aktuelles/veranstaltungen>, respectively.

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

If we don't receive a critical number of registrations by **28 February 2025**, the course will have to be cancelled.

Any enquiries regarding this event can be addressed to **early-career@marum.de** or **mapexphd@uni-bremen.de**, respectively.