How to design a scientific poster that is communicatively effective

**Date**  
December 1, 2017

**Time**  
10.00 to 14.00 hours

**Room**  
Ciutadella Campus

**Language**  
English

**Format**  
Face-to-face sessions

**Recipients**  
Doctoral Students of UPF. Maximum 20 participants.

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**Speaker**

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Department of Psychiatry and Forensic Medicine (UAB)  
Speaker at Intervals, the program on scientific communication at PRBB (Barcelona Biomedical Research Park).

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**Objectives**

Poster sessions represent one of the main routes to communicate your research. Compared to scientific talks, poster presentations must face the double challenge of 1) competing with other posters for the audience attention and 2) presenting a summary of your work in a very short period of time.

The aim of the course is to provide attendants with practical knowledge to make their posters more attractive and visually effective so that time is saved in reading them.
## Contents

Topics covered in the practical situations/challenges include but are not restricted to the following:

- Making posters more visually attractive and engaging.
- Choosing the right colour palette.
- Choosing the right font and font size for each section of the poster.
- Integrating complex graphics/figures.
- Poster composition and overall design.
- Reducing the amount of text.
- Adding different levels of information complexity.

## Requirements

Each participant must bring a **laptop** with an internet connection to the session.

All laptops should have either PowerPoint or Keynote installed.

Although not compulsory, we encourage participants to send samples of posters that they would like to improve or they are facing difficulties with (two weeks before the course).