

Graphic design for scientists

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The training course teaches the basics in graphic design, thus giving you the tools to create your own visual identity as a scientist and communicate your results.

Divided into four modules, the course will start off with a focus on the basics of design including colour theory and colour systems, image formats (e.g., vector and pixel format) and typography. Furthermore, we will get to the bottom of modern graphic design and break it down to the basic concepts. The goal is to learn how to apply these concepts to your daily life as a scientist.

In the latter parts we will discuss poster and presentation design, data visualization and finally you will get a deeper insight into the world of design software and software for data visualization.

The workshop gives real life examples of posters and presentations to illustrate how all the design concepts can be integrated into your project. A hands-on mentality is also a focus of the workshop, meaning you are very welcome to bring your own project for feedback and posters or presentations from participants can be reviewed with the previously learned and defined criteria in mind.

Visualize your science in the best way possible and dare to depict the extraordinary and reveal the beauty of your research!