



5. ZeBUSS WINTER SCHOOL 06. & 08. März 2023

Concept and Design of Academic Presentations

Referentin: Birgit Lukowski

Workshopsprache: Englisch oder Deutsch (je nach TN)

Among all the challenges you might face being a scientist, you should be able to effectively communicate your research and share your knowledge to a wide range of audiences by the means of academic presentations. To draw your audience in and to get your main message across, you need a clear concept, attractively designed slides, and convincing visuals.

The workshop conveys a basic knowledge about concept, design, and visualisation to present research content well organized and compelling. The course will equip you with both the concepts and the practical design skills to create convincing presentations and provides the possibility to put directly into practice what you have learned as well as to get useful feedback from group and trainer.

The following topics will be covered:

- target-oriented presentations: content structure, main message, target audience, objectives, dramaturgy
- design basics (typography, colour, graphics, proportional balance, alignment, etc.)
- implementing visualisations – enhancing the clarity of your visual aids and slides
- tips how to use design grids and slide templates

Please note

You are warmly invited to bring material (text, images, graphics etc.) of your current research work or a recently designed presentation. We will preferably work with PowerPoint, but you can also use a comparable application of your choice.

Trainer:

Birgit Lukowski is a communication designer and trainer, based in Berlin. Her design and presentation workshops are offered at numerous research institutes across Germany | designspace.suedstern-grafik.de