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LUMINOUS LAB

DESIGN COURSES FOR SCIENTISTS

Inner values matter, but good looks do not harm. Elevate your research by giving it the look it deserves. We offer design coaching especially for scientists.

Our training courses teach basics in graphic design, thus giving you the tools to create your own visual identity as a scientist.

Divided into three modules, courses can be booked depending on the focus of interest and previous knowledge. The modular structure allows to build custom-made training courses for your needs.

Detailed descriptions of the single modules can be found on the following pages.

MODULE I
Basics of Graphic Design

MODULE II
Poster and Presentation Design

MODULE III
Design Software

DISCOVER
DESIGN FOR SCIENCE
IN THE SCIENCE
BEHIND DESIGN

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MODULE I
Basics of Graphic Design

Module I focuses on the basics of graphic design. These include 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.

MODULE II
Poster and Presentation Design

Module II builds on Module I and aims for creating stunning scientific presentations and posters for conferences and meetings.

Starting with reviewing the current standards in scientific poster and presentation design we will give you an outlook on what scientific artwork can look like and how to get there. Continuing with different concepts for planning your presentation or poster we will finally immerge into the topics of storytelling, data representation and how to attract visitors to your poster.

Now knowing all the above, we can define important dos and don'ts for both poster and presentation design. If desired, posters or presentations from participants will be reviewed with the previously defined criteria in mind.

Finally, we will shortly discuss different software and tools for presentation and poster design.

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MODULE III
Design Software

Module III provides deep insight into the world of design software. You will learn about the advantages and limitations of PowerPoint being the most widely used software and several alternatives.

An insight into the Adobe Creative Suite bundle (the most widely used graphic design software) should highlight the possibilities that professional software offers in poster and presentation design. Focusing on Illustrator, we will develop a new poster or presentation design in a step-by-step approach (requires access to Adobe Illustrator for all participants).

TIME FRAME

Intensive training courses:
covering all three modules and are normally held in a two day mode

Day 1: Module I & Module II
Day 2: Module III

In order to allow intensive and personalised training,

the number of participants should not exceed 15–20 people.

Modules can be booked separately and adjusted to specific time frames allowing short student training courses (1–2 hours) at conferences or summer schools.