

Interview with the 2017 MCEC Poster Prize winner

Jeroen Vollenbroek (UT) is this year's MCEC Poster Prize Winner with his poster on *Design and Characterization of a Microreactor for Nanodisperse Catalytic Droplet Generation at both Elevated Temperature and Pressure*.

Committee: Wouter Olthuis, Frank Peters and Florian Meirer



What's your own impression of your poster?

When creating it, I've tried to make sure that it contained a lot of visuals and just enough information. Aim and introduction of the project had to be clear. I wanted my poster to be understandable for the viewer, also in case I wasn't around to amplify. It doesn't have too many frivolities and I'm content about the colours. It might not be the most sparkling poster ever, but I'm quite happy with it. It's sound.

Did you use some of the skills learned in Ivo Filot's workshop*?

I did. Some handy hints I picked up from that workshop - as far as I can remember, because some of these tips might have been mentioned in another course I took at UT - were: to pay attention to your colour spectrum; to put the colour scheme on 'cmyk'; to choose a slightly different font, just so that it almost subconsciously sets your poster apart from everyone else's. With Ivo's tips and tricks in mind, I also scaled down the affiliations in order to make more room for the title; and I cut down a bit on text and gave more spacing to the blocks so that the whole looked less crammed.

What did the judges say?

It was a close call, but the deciding factor for the committee was the fact that my poster presented the results of a collaboration, in my case: with Anne-Eva Nieuwelink and Robin Geitenbeek. The committee liked how my poster stood out but had a 'boring' quality as well - I'm obviously paraphrasing right now - in the reproduction of scientific content. The reading order was clear and understanding the poster did not feel like solving a puzzle.

Which poster made an impression on you?

Those of Robin Broos and Ahmed Ismail. Robin's was visually very attractive; he had made a Wanted-poster - as in: Wanted dead or alive - and it really suited his pitch as well as this specific part of his research. Ahmed's poster consisted of one big visual in the center - the focal point of his research - with text circling around it. It not only looked good, he made it in just one night. After the PhD excursion, the night before the Annual Meeting, Ahmed decided to start over again and design a poster from scratch. That had him working deep into the night. I thought the result of that, combined with the story, was very impressive.

*Ivo Filot's workshop 'Impress with your poster' on February 17th ([see here](#)).
For an image of Jeroen's poster, [click here](#).

