

Effective Visual communication of Science: 2-day Workshop

Aim: You will understand the visual communication principles and approaches and how to apply them to all types of scientific presentation (figures, journal papers, presentation slides, posters). It's a way of thinking that will help you make your research ideas and results more easily understood.

Takeaway: You will draw your research (a graphical abstract) and receive feedback on your figures, data visualizations, posters, slides, submitted prior to the workshop.

Content: It's a comprehensive workshop that will cover:

- Communicating with **scientific vs non-scientific audiences**
- **Visual perception** and what humans find intuitive
- **Colors:** how to amplify, not 'fancify'
- **Visual organization:** simplifying comprehension through structured layout
- **Eye-flow:** effortlessly guide the audience through the design
- **Typography:** how to achieve hierarchy, legibility, structure and aesthetics
- **General design advice:** approaches used by professional science illustrators

- **Conference posters:** strategy and process for creating posters that attract and explain
- **Slides** that are good looking, don't distract, and amplify your messages when presenting
- **Data visualizations:** true, clear, meaningful, and good looking presentation of data
- **Project proposals:** structure and visually enhance your document to help the evaluator
- **Digital image file-types:** the best use of vector and raster images and compression

More about the workshop: www.seyens.com

Format:

- **Lectures and discussions:** theory and meticulously chosen examples
- **Exercise:** you will draw/sketch a graphical abstract of your own research
- **Group work:** you will get feedback on your graphical abstract from your peers
- **Feedback on your materials:** ahead of the workshop, you will submit your figures, data visualizations, posters, slides and you will get suggestions on how to improve them.

Trainer: Dr. Jernej Zupanc, Founder of Seyens Ltd.

Jernej's goal is to help scientists effectively communicate. Reading and studying eclectically, he is always on the lookout for new approaches that researchers can easily apply. He distills the most fundamental and easiest to use practical advice in workshops that are structured and easy to understand, memorable, relevant, useful and a fun learning experience. He has worked with over 2500 researchers at excellent institutions in 19 countries and is considered one of the leading experts in visual communication of science.



He holds a PhD (2011) in computer science, is a National Geographic published photographer and Fulbright alumnus. He worked as the Head of computer vision at a startup and as a Horizon 2020 project evaluator but now focuses on the workshops and grant writing.