

Effective Visual Communication of Science

1.5-day Webinar/Online Workshop by Dr. Jernej Zupanc



MEDIZINISCHE
UNIVERSITÄT
INNSBRUCK

When

2–3 June 2022

Registration

Email sc-forschung@i-med.ac.at

Free of charge

Limited to 20 participants!

Aim: You will learn to effectively communicate your own scientific ideas and results by applying best visual communication practices to your research communication. We will apply this knowledge to improve your **scientific images, slides, and posters**. You will design a graphical abstract and get actionable advice and feedback on your own pre-submitted materials. It is an immersive online workshop, structured, easy to follow, memorable, useful and fun.

Takeaway: You will get feedback on a selection of your figures, slides and posters submitted ahead of the webinar. In an exercise, you will draw a sketch of your research (a graphical abstract) and discuss it with other participants.

Content: **DAY 1** (9:00 am – 4:30 pm with a long lunch break and many short breaks)

- Communicating with **scientific vs non-scientific audiences**
- **Visual perception** and what humans find intuitive
- **Layout:** a global structure that simplifies comprehension
- **Eye-flow:** effortlessly guide the audience through the design
- **Colors:** how to amplify, not 'fancify'
- **Feedback and discussion** on your pre-submitted figures
- **Graphical abstract drawing exercise & group work:** draw a sketch of your research and get feedback from peer scientists and the facilitator

DAY 2 (9:00 am – 1:30 pm with many short breaks)

- **Slides** that amplify your messages when presenting
- **Feedback and discussion** on your pre-submitted slides
- **Posters:** strategy and process for creating posters that attract and explain
- **Feedback and discussion** on your posters

Format:

- **Interactive online workshop:** fundamentals, real examples, and practical advice
- **Commenting on pre-submitted figures and slides:** ahead of the webinar, you submit your science communication materials, and I prepare a selection. During the training you will get suggestions on how to improve your own materials from the presenter and peers.
- **Q&A, exercises, and discussion:** we try to solve the most pressing issues you have with your science communication.

www.seyens.com

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

My goal is to help scientists effectively communicate their ideas and results and make an impact with their research. Communication is my professional passion. I read and study eclectically, always on the lookout for approaches from diverse fields that can be readily applied by scientists. I distill the principles and broadly applicable practices into easy to follow and enjoyable learning experiences. I want to create the world's best transferrable communication skills training.

I hold a PhD (2011) and was a PostDoc in computer science, am a Fulbright alumnus and a published photographer. I worked as Head of computer vision at a startup, as a project evaluator for the European Commission and a grant writer.

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