seyens

Effective Visual Communication for Scientists

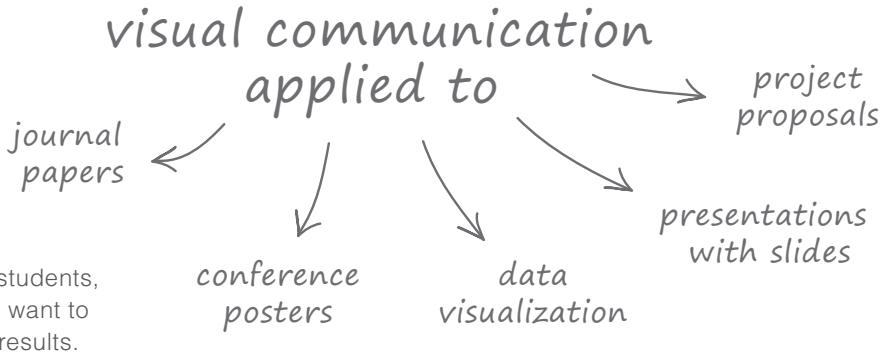
On-site Workshops (up to 2 days)

When reading grant proposals, research papers, conference posters or viewing slide presentations, **people look at graphics first**.

If created properly, **graphics are the most effective way to explain complex ideas** in the shortest amount of time, attract audience and raise credibility. Nevertheless, researchers aren't trained in visual communication in the traditional PhD curricula and are supposed to acquire these skills by themselves. This workshop uses a **hands-on approach** to help researchers visually present **their own research** through various means of scientific communication.

Format and facilities

- 2 days
- 12–20 participants
- Room with flexible setup, whiteboard or flip-chart.



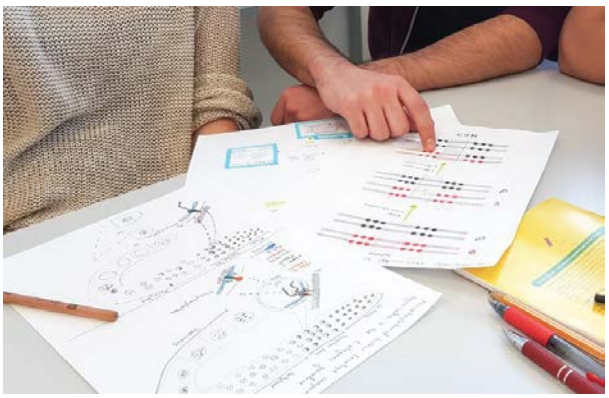
Target group

- Researchers at all stages (PhD students, postdocs, senior scientists) who want to visually present their ideas and results.

What it looks like?

Ahead of the workshop, **participants send me their research papers**, slide presentations, and conference posters. I prepare a selection and during the workshop, **we comment and learn on participants' own material**, applying the newly acquired knowledge and skills.

During the workshop, **participants draw their research** in an exercise that helps them understand how complex ideas are most effectively visually communicated. The workshop is demanding, however, it is also very interactive and the concepts are easy to grasp.



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Workshop topics and duration

Essential principles of visual communication together with an exercise where **participants draw their own research as a graphical abstract**.

Additional topics: discussions on participants' materials, such as **conference posters**, **journal papers**, **slide presentations**, **project proposals**, **charts** & **graphs**.

Below is the schedule for our 2-day workshop:

Day 1

09:00 **Essential visual communication**
Colors & Typography
Discussion on participants' figures
- lunch break -

13:00 **Drawing graphical abstracts**
Exercise, group work and discussion
Digital imaging for publication (with ethics)

- ends at around 16:00 -

Day 2

09:00 **Visually consistent publications**
Effective project proposals
Data visualization (charts, graphs)
- lunch break -

13:00 **Conference posters**
Discussion on participants' posters
Slide presentations
Discussion on participants' slides

- ends at around 16:00 -

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Workshop goals

- Learn which **graphic design principles** are most useful for communicating science.
- Use these principles to draw **graphical abstracts for your own research** communication.
- Learn to create **clear, true, and meaningful data visualizations**.
- Learn to create **visually consistent journal papers and project proposals**.
- Learn to create a **conference poster** that is good looking and easy to understand.
- Learn to amplify your message when **presenting with slides**.

Why would past participants recommend the workshop?

- *"Approaches towards better graphics were simple but effective and I think everyone working in science could learn something."*
- *"It was really hands on with real examples and practical, ready to use solution. Plus it was very entertaining."*
- *"Liked the different approach (e.g. from photographer's perspective); also the focus on what the audience wants."*
- *"A great presenter, really knows how to motivate people! I really like that everything was planned (timing, breakes, topics) and it was easy to follow."*

Workshop instructor: Jernej Zupanc, PhD

Jernej's goal is to help scientists present their research using clear and effective graphics. Drawing on various fields including technology, art and communication, his research focuses on identifying the best practices and principles scientists can use for visually presenting their research findings. The material in his courses is easily understood and can instantly be used in practice by scientists and engineers.

Jernej holds a PhD (2011) in computer science from University of Ljubljana, is a published photographer, H2020 project evaluator, Fulbright alumni etc. He is not affiliated with any academic institution, these courses are his own passion and endeavor.

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