

Effective Visual Communication of Science

1-day Webinar/Online Workshop

by Dr. Jernej Zupanc

When

24th October 2022

Registration

Limited number of 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** (and consequently all other visual communication). You will design a graphical abstract and get actionable advice and feedback on your own materials. It is an immersive workshop, structured, easy to follow, memorable, useful and fun.

Takeaway: You will get feedback on a selection of your images, slides and posters submitted ahead of the webinar. You will draw a sketch of your research (a graphical abstract), discuss it with other participants and learn to give, receive, and apply informed feedback.

Content: **DAY 1** (9:00 am – 4:30 pm)

- Communicating with **scientific vs non-scientific audiences**
- **Visual perception** and what humans find intuitive
- **Visual organization:** simplifying comprehension through structured layout
- **Eye-flow:** effortlessly guide the audience through the design
- **Colors:** how to amplify, not 'fancify'
- **Discussion on pre-submitted figures:** facilitator's feedback on a selection of pre-submitted figures from participants
- **Drawing exercise & group work:** participants draw a graphical abstract of their research and give each other feedback on how to improve

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/workshop-pitch/

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

My goal is to help scientists effectively communicate their ideas and findings and make an impact with their research. Communication and teaching are my professional passions, bordering on obsessions. I read and study eclectically and am always looking for approaches from different fields that can be easily applied by scientists. I distill the principles and practices into easy to understand and fun learning experiences. Time is our most valuable resource and I want the time spent in my training to be the best investment a scientist can make.

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

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