

Effective Visual Communication for Scientists

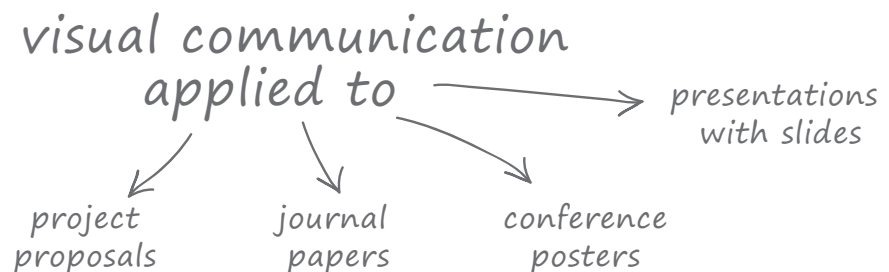
On-site workshop (3–8h)

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

- 🕒 3–8 h
- 👤 10–16 participants
- 🏠 Room with flexible setup whiteboard or flip-chart, beamer.



What it looks like?

Ahead of the workshop, **participants email 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.

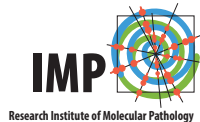


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Workshop goals

- Learn which **graphic design principles** are most useful for communicating science.
- Create **visually consistent journal papers and project proposals**.
- Identify the crucial information in a typical **Guide for authors**.
- Know when to use certain **image file formats** and which to avoid.
- Create a **conference poster** that is good looking and easy to understand.
- 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, breaks, 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.