

Effective Visual Communication for Scientists

On-site Workshops (up to 2-days)

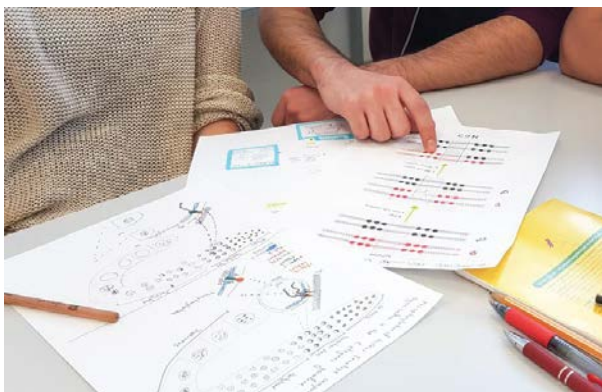
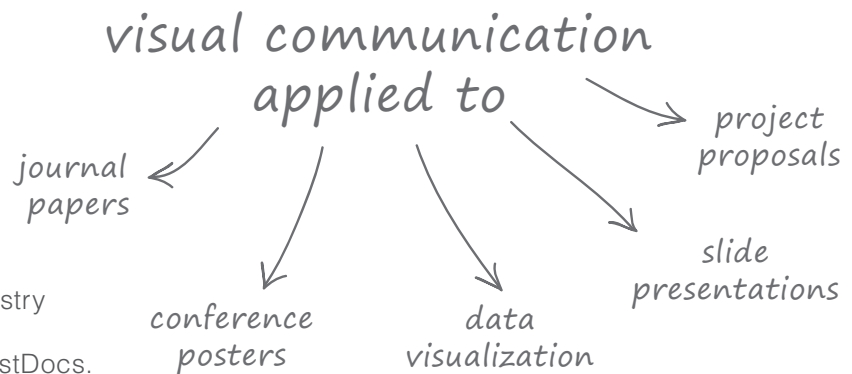
When reading journal papers, grant proposals, posters or slides, **people look at figures first**. If created properly, **figures are the most effective way to present complex ideas and results**. This comprehensive workshop provides the necessary understanding and skills to improve the presentation and clarity of researchers' visual communication.

Format and facilities

- 🕒 1 or 2 day workshop
- 👥 12–25 participants
- 🏠 Room with flexible setup, whiteboard or flip-chart.

Target group

- 👥 Scientists in academia and industry at all stages of research career, especially PhD students and PostDocs.



Comprehensive

The approaches discussed work for **all types of science communication** and can be applied to communicating with peers and non-scientists.



Hands-on

In a **graphical abstract drawing exercise**, everyone draws their research ideas and results and gets feedback from the instructor and peers.



Customized

Participants send their figures, slides, posters in advance. We **comment and learn on participants' own materials**.

Workshops delivered already in 18 countries. More than 2000 satisfied participants

"It was really hands on with real examples and practical, ready to use solution. Plus it was very entertaining."

"The advice was simple but effective and I think everyone working in science could learn something."

"A great presenter, really knows how to motivate people! I really like that everything was planned and it was easy to follow."

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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**.

Trusted by some of the best research institutions in Europe, US and Asia



Workshop instructor: Dr. Jernej Zupanc

Jernej's goal is to help scientists effectively communicate. Drawing on various fields including technology, art and communication, he is always on the lookout for new approaches that can be readily applied by researchers.

Besides workshops, he consults on EU grants and is a member of the Slovenian Council for Science and Technology.

Before Seyens, Jernej worked as Head of computer vision at a startup, was a National Geographic published photographer and a Horizon 2020 evaluator.

Jernej holds a PhD and was a PostDoc in computer science at University of Ljubljana and a Fulbright Scholar at Northeastern University, Boston.



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Workshop topics and schedule

1-day workshop focuses on the essential principles of visual communication together with an exercise where **participants draw their own research as a graphical abstract**.

2-day workshop includes **additional topics where we apply the principles** learned on the first day to different types of scientific communication such as conference posters, journal papers, slide presentations, project proposals, and data visualizations.

Workshop includes lectures, drawing exercises, discussions and commenting on participants' materials.

Schedule for our most requested 2-day workshop

Day 1

09:00 **Essential visual communication**
Colors & Typography
Visually consistent publications
Graphic design software setup
 Discussion on participants' figures
 - lunch break -

14:00 **Exercise: draw a graphical abstract**
 Group work and discussion

 - ends at around 16:30 -

Day 2

09:00 **Digital images in science**
Data visualizations
 Discussion on participants' charts
Conference posters
 Discussion on participants' posters
 - lunch break -

13:00 **Slide presentations**
 Discussion on participants' slides
Effective project proposals
 - ends at around 16:30 -



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