

# Visual Communication of Science

## Workshops & Webinars for PhD students and PostDocs

Learn to visually present your research ideas and results so they are more easily understood by diverse audiences. We will address the principles of visual communication and the design approaches you can use right away to improve your **figures, posters, slides, journal papers,** and **grant proposals.** Regularly received as the most loved and useful transferrable skills training at many of over 100 research institutions I've worked with since 2013.



### Comprehensive

The skills are transferrable and work for all types of science presentation, for communicating with peer researchers and also non-scientists.



### Hands-on

In a drawing exercise, everyone sketches a graphical abstract of their research and gets feedback from the instructor and peers. Includes several group exercises.



### Customized

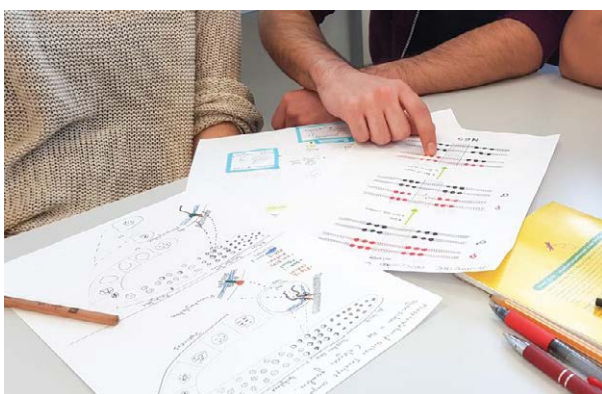
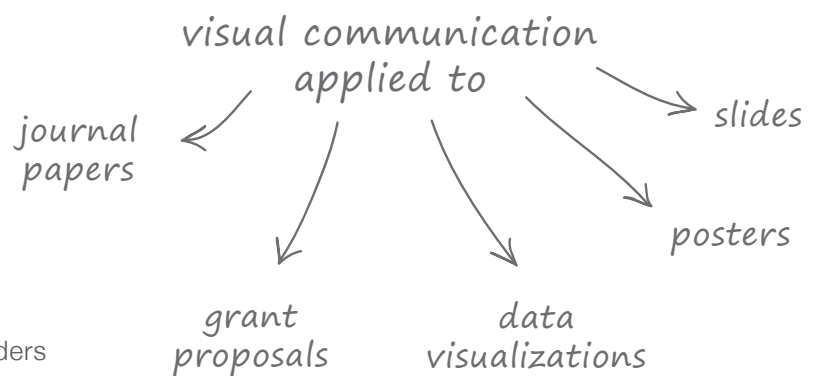
Every training event is unique. Participants send their figures and slides beforehand and a selection and redesigns of their materials are used for discussion.

### Format and ECTS

- 🕒 From 4 hours to 2 days
- 👥 12–20 participants
- 🏠 Possible pre- and post-course work for ECTS credits
- 🌐 Webinars on Zoom platform

### Most valuable for

- 👥 PhD students, PostDocs, group leaders who want to communicate more effectively



## Training delivered already in 19 countries. More than 3000 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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Content & Method — full schedule @ [www.seyens.com](http://www.seyens.com)

## VisComm applied to scientific figures

Planning scientific communication, understanding visual perception and how to use the design process and principles (layout, eye-flow, color, typography) to present complex messages effectively in graphical abstracts and other scientific figures. Software for creating figures, and tricks used by professionals.

## Posters & slides

Starting with identifying the purpose of different means of presenting, we build a strategy for creating posters and slides that attract the right audience and help to amplify your messages.

## Journal papers & grant proposals

How to make visually consistent, good looking, and easy to navigate documents. What happens in the grant evaluation process and how to increase the score of your proposal by making the job easier for your audience (evaluators).

- 100+ real examples and redesigns
- Graphical abstract drawing exercise
- Feedback on your figures and slides
- Group work on your figures and poster
- Online experience as good as in person

Trusted by over 100 research institutions



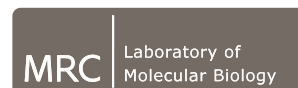
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HEIDELBERG  
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SEIT 1386



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of VIRGINIA

## 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 aiming 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 National Geographic published photographer. I worked as Head of computer vision at a startup and as a Horizon 2020 project evaluator for the EC.

