Effective Visual communication of Science: 2-day Workshop

Aim: You will understand the visual communication fundamentals and how to apply them to all types of scientific presentation. It’s a way of thinking that will help you make your research ideas and results more easily understood through scientific papers, slide presentations, conference posters and grant proposals.

Takeaway: Each participant will draw a sketch of their research (a graphical abstract) and receive feedback on submitted figures, data visualizations, posters, slides, grant proposals.

Content: It's a comprehensive workshop that will cover:
- Communicating with scientific vs non-scientific audiences
- Visual perception and what humans find intuitive
- Colors: how to amplify, not ‘fancify’
- Visual organization: simplifying comprehension through structured layout
- Eye-flow: effortlessly guide the audience through the design
- Typography: how to achieve hierarchy, legibility, structure and aesthetics
- Visual consistency: how to make multiple figures follow the same style
- Conference posters: strategy and process for creating posters that attract and explain
- Slides that are good looking, don’t distract, and amplify your messages when presenting
- Data visualizations: true, clear, meaningful, and good looking presentation of data
- Project proposals: structure and visually enhance your document to help the evaluator
- Digital image file-types: the best use of vector and raster images and compression

More about the workshop: www.seyens.com

Format: 
- Lectures and discussions: theory and examples
- Exercise: you will draw/sketch a graphical abstract of your own research
- Group work: you will get feedback on your graphical abstract from your peers
- Feedback on your materials: ahead of the workshop, you will submit your slides, posters, journal papers and I prepare a selection of visuals.
  You will get suggestions on how to improve them from presenter and peer scientists.

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

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. He distills the most fundamental and practical advice into workshops that are structured and easy to follow, memorable, relevant, useful and a fun learning experience. He has worked with 2000+ researchers at excellent institutions in 19 countries and is considered to be one of the leading experts in visual communication of science.

He holds a PhD (2011) in computer science, is a National Geographic published photographer and Fulbright alumnus. He worked as the Head of computer vision at a startup and as a Horizon 2020 project evaluator but now focuses on the workshops and grant writing.