

# Effective Visual Communication of Science

## The SEYENS METHOD™

**Workshop** by Dr. Jernej Zupanc

### Onsite Workshop

21 June 2023 (9 am – 5 pm)

Venue: Fritz Pregl Straße 3, 8<sup>th</sup> Floor

Room Patscherkofel

### Registration until 31 May 2023

Email: [sc-forschung@i-med.ac.at](mailto:sc-forschung@i-med.ac.at)

Limited to 20 participants

Free of charge

**Aim:** You will learn to visually communicate your complex research ideas and results so your messages are effortlessly understood by any specific audience (scientists or non scientists). We will not focus on aesthetics but on how you can use knowledge on human visual perception to create effective **scientific images, posters, and slides**.

You will design a graphical abstract of your research, discuss it with peer scientists in a group exercise, and get actionable advice and feedback on your own images. It is an immersive workshop, comprehensive, structured, memorable, easy to follow, useful and fun.

**Content:** The training is offered as blended learning that combines a **live onsite workshop** and a **self-study module**.



### Onsite Workshop – 8 hours

- Communicating with **scientific vs non-scientific audiences**
- **Visual perception** and what humans find intuitive
- **Layout:** simplifying comprehension through a structured layout
- **Eye-flow:** effortlessly guide the audience through the design
- **Colors:** how to amplify, not ‘fancify’
- **Feedback on submitted materials:** you will get actionable suggestions on how to improve their own images and slides from the trainer.
- **Exercise:** Everyone draws a graphical abstract of their research.
- **Group work:** everyone learns to give and receive informed feedback to peers on the graphical abstract.

▶ **Self-study** via an online platform – 12 month access

- **Typography** for legibility, structure and aesthetics
- **Slides** that amplify messages and don't distract when presenting
- **Posters**: strategy and process for creating posters that attract and explain

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

My goal is to help scientists effectively communicate your ideas and findings and make an impact with your research. Teaching and communication are my professional passions. 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 long-term investment a scientist can make. I've worked with over 5000 researchers from 150 excellent research institutions and hope to work with you too.

seyens ^^

