

Effective Visual communication of Science: 1,5-day WEBINAR

When

28.-29.5.2020

Registration:

Email sc-forschung@i-med.ac.at until **15^h May 2020**

Free of charge, limited to 16 participants!

Aim: You will learn to effectively communicate your own scientific ideas and results by applying best visual communication practices to your research communication. You will understand the principles and useful design approaches used by experts. You will get actionable advice and feedback on your own pre-submitted materials. It is an immersive webinar, structured, easy to follow, memorable, useful and fun

You will get feedback on a selection of your figures, slides and posters submitted ahead of the

Takeaway: webinar. In an exercise, you will draw a sketch of your research (a graphical abstract) and get feedback on that as well.

Content: **DAY 1** (9:00 am – 3:30 pm with a long lunch break and many short breaks)

- Communicating with **scientific vs non-scientific audiences**
- **Visual perception** and what humans find intuitive
- **Visual organization:** how to structure to simplify comprehension
- **Eye-flow:** effortlessly guide the audience through the design
- **Colors:** how to amplify, not ‘fancify’
- **Feedback and discussion** on your pre-submitted figures
- **Graphical abstract drawing exercise & group work:** draw a sketch of your research and get feedback from peer scientists and the facilitator

DAY 2 (9:00 am – 12:30 pm with many short breaks)

- **Slides** that amplify your messages when presenting
- **Feedback** on your pre-submitted slides
- **Posters:** strategy and process for creating posters that attract and explain
- **Discussion & feedback** on your posters

More: www.seyens.com/webinars

- Format:**
- **Interactive webinar:** fundamentals, real examples, and practical advice
 - **Commenting on pre-submitted figures:** ahead of the webinar, you submit your scientific figures and slide presentations, and I prepare a selection. You will receive suggestions on how to improve your figures, slides, and posters from the presenter and peers.
 - **Q&A discussion:** we try to solve the most pressing issues you have with your science communication.

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

Jernej's goal is to help scientists effectively communicate.

Reading and studying eclectically, he is always on the lookout for new approaches that can be readily applied by researchers. He distills the most fundamental and easily applicable practical advice into workshops and webinars that are structured and easy to follow, memorable, relevant, useful and a fun learning experience. He has worked with close to 3000 researchers at excellent institutions already 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.

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Impressum:

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