

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

When

25.-26.2.2021 (1,5 days)

Registration:

Email sc-forschung@i-med.ac.at

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.

Content: **DAY 1** (9:00 am – 4:30 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:** simplifying comprehension through structured layout
- **Eye-flow:** effortlessly guide the audience through the design
- **Colors:** how to amplify, not 'fancify'
- **Discussion on your pre-submitted figures:** facilitator's feedback on a selection of pre-submitted figures from participants
- **Drawing exercise & group work:** participants draw a graphical abstract of their research and give each other feedback on how to improve

DAY 2 (9:00 am – 1.00 pm with many short breaks)

- **Slides** that amplify your messages and don't distract when presenting
- **Discussion on your pre-submitted slides:** facilitator's feedback on a selection of slides from participants
- **Posters:** strategy and process for creating posters that attract and explain
- **Group work – posters feedback:** participants share their posters and give and receive feedback

Method: • **Interactive webinar:** fundamentals, real examples, and practical advice

- **Discussion on pre-submitted materials:** ahead of the webinar, participants submit their scientific figures and slides and I prepare a selection. Everyone receives suggestions on how to improve their own communication.
- **Exercises & group work:** everyone draws their research and shares their posters and we make groups so participants give each other feedback.

More: www.seyens.com/webinars

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.

[LinkedIn](#)

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Impressum:

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