

Effective Visual communication of Science: 2-day Workshop

When/where:

6th–7th June 2019 (09:00 – 16.00)
Lernzentrum Room 010
Schöpfstraße 24
6020 Innsbruck

Registration:

Email sc-forschung@i-med.ac.at until 20th May 2019
Free of charge, limited to 15 participants!

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 project proposals.

Content: It's a comprehensive workshop that will cover:

- Communicating with **scientific vs non-scientific audiences**
- **Visual perception** and what we find intuitive
- **Colors:** how to amplify, not 'fancify'
- **Visual organization:** how to structure to simplify comprehension
- **Eye-flow:** effortlessly guide the audience through the design
- **Typography:** how to create legibility, structure and aesthetics
- **Visual consistency:** how to make multiple figures follow the same style
- **Conference posters:** strategy for creating posters that attract and explain
- **Slides** that don't distract and amplify your messages when presenting
- **Data visualizations:** true, clear, and good looking presentation of data
- **Project proposals:** structure and visually enhance to help the evaluator
- **Digital image file-types:** the best use of vector and raster images

More about the workshop: www.seyens.com

seyens^{^^}

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 passion is to study and teach how to visually present complex messages and make them easy to understand. He helps scientists, innovators and entrepreneurs communicate more effectively by consulting and running workshops (already in 18 countries).

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 a Horizon2020 project evaluator but now focuses on the workshops and grant writing.



Impressum:

Serivececenter Forschung

Schöpfstraße 45, 6020 Innsbruck, Austria

Tel.: +43 512 9003 - 70070

Fax: +43 512 9003 -73270, sc-forschung@i-med.ac.at