Effective Visual Communication of Science
Webinar/Virtual Workshop by Dr. Jernej Zupanc, www.seyens.com

(1,5 days)

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.

Takeaway: You will get feedback on a selection of your figures, slides and posters submitted ahead of the webinar. In an exercise, you will draw a sketch of your research (a graphical abstract) and discuss it with other participants.

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
- **Layout**: a global structure that simplifies 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 – 1:30 pm with many short breaks)
- **Slides** that amplify your messages when presenting
- **Feedback and discussion** on your pre-submitted slides
- **Posters**: strategy and process for creating posters that attract and explain
- **Feedback and discussion** on your posters

More: www.seyens.com/webinars

Format:
- **Interactive online workshop**: fundamentals, real examples, and practical advice
- **Commenting on pre-submitted figures and slides:** ahead of the webinar, you submit your science communication materials, and I prepare a selection. During the training you will get suggestions on how to improve your own materials from the presenter and peers.
- **Q&A, exercises, and discussion:** we try to solve the most pressing issues you have with your science communication.

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

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My goal is to help scientists effectively communicate their ideas and results and make an impact with their research. Communication is my professional passion. I read and study eclectically, always on the lookout for approaches from diverse fields that can be readily applied by scientists. I distill the principles and broadly applicable practices into easy to follow and enjoyable learning experiences. I want to create the world's best transferrable communication skills training.

I hold a PhD (2011) and was a PostDoc in computer science, am a Fulbright alumnus and a published photographer.
I worked as Head of computer vision at a startup, as a project evaluator for the European Commission and a grant writer.