

# Effective Visual Communication for Scientists

## On-site Workshops

The aim is to **understand the visual communication fundamentals** and how to apply them to all types of scientific presentation. Participants will acquire a way of thinking to present their research ideas and results so they are more easily understood by their target audiences. Each event is unique—examples and exercises are adapted to research topics of the participants.



### Comprehensive

The approaches discussed work for **all types of science communication** and can be applied to communicating with peers and non-scientists.



### Hands-on

In a **drawing exercise**, everyone sketches a graphical abstract of their research ideas and results and gets feedback from the instructor and peers.



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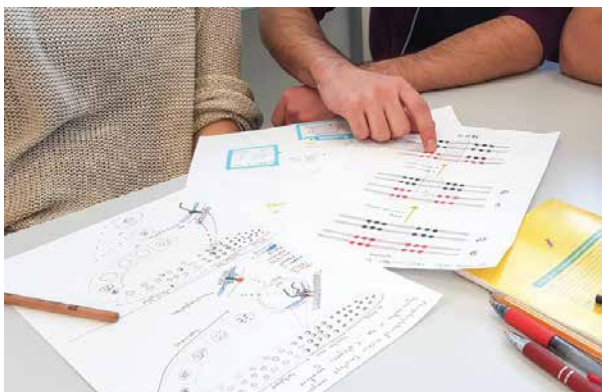
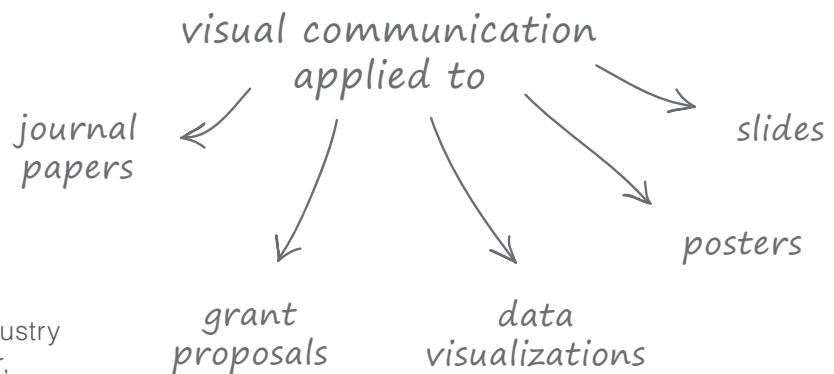
Every workshop is unique. Participants send their figures, slides, posters in advance and we **discuss and learn on participants' own materials**.

### Format and facilities

- 🕒 1 or 2 day workshop
- 👥 12–24 participants
- 🏠 Room with flexible setup, whiteboard or flip-chart.

### Target group

- 👤 Scientists in academia and industry at all stages of research career, especially PhD students and PostDocs.



## Workshops delivered already in 19 countries. More than 2500 satisfied participants

*“It was really hands on with real examples and practical, ready to use solution. Plus it was very entertaining.”*

*“The advice was simple but effective and I think everyone working in science could learn something.”*

*“A great presenter, really knows how to motivate people! I really like that everything was planned and it was easy to follow.”*

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## Workshop goals

Structured and easy to follow, memorable, relevant, useful and fun learning experience.

- Learn when & how to use design principles to **simplify comprehension of your ideas**.
- Use these principles to **draw scientific figures** for your own science communication.
- Learn to create **conference posters** that are good looking and easy to understand.
- Learn to amplify your message when **presenting with slides**.
- Learn to create **clear, true, and meaningful data visualizations**.
- Learn to **visually structure and enhance grant proposals to help the evaluator**.

Trusted by some of the best research institutions in Europe, US and Asia



## Workshop instructor: Dr. Jernej Zupanc

Jernej's goal is to help scientists effectively communicate. Drawing on various fields including technology, art and communication, he is always on the lookout for new approaches that can be readily applied by researchers.

Besides workshops, he consults on EU grants and helps innovative companies acquire public and private funding. Before Seyens, Jernej worked as Head of computer vision at a startup, was a National Geographic published photographer and a Horizon 2020 evaluator.

Jernej holds a PhD and was a PostDoc in computer science at University of Ljubljana and a Fulbright Scholar at Northeastern University, Boston.



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## Workshop topics and schedule

**1-day workshop:** Understand human visual perception and **how using fundamental principles of visual communication can help get messages across more effectively.**

In an exercise, participants draw their own research and get feedback from instructor and peers in a group exercise. We also go over figures submitted by participants and discuss how they can be improved. It is a self-standing workshop.

**2-day workshop:** On the 2<sup>nd</sup> day, **we apply these principles** to posters, slides, project proposals, and data visualizations. We also discuss slides, posters and charts submitted by participants. The aim is to be the most comprehensive and the only visual communication workshop a scientist would need to effectively communicate their research.

### Day 1: Visual Communication Principles

- 09:00 **Human visual perception**  
**Visual organization and eye-flow**  
**Effective use of colors and type**  
**Graphic design software tricks**  
 Discussion on participants' figures  
 - lunch break -
- 14:00 **Exercise: "draw your research"**  
 Group work and discussion  
 - ends at around 17:00 -

### Day 2: Principles Applied Comprehensively

- 09:00 **Digital images in science**  
**Data visualizations**  
 Discussion on participants' charts  
**Conference posters**  
 Discussion on participants' posters  
 - lunch break -
- 13:00 **Slide presentations**  
 Discussion on participants' slides  
**Effective project proposals**  
 - ends at around 17:00 -





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