

Effective Visual Communication of Science

The SEYENS METHOD™

Training by Dr. Jernej Zupanc

Online Workshop

September 24, 2024 (9 am – 1:30 pm)

Registration until August 19, 2024

Email: jknedler@uni-koeln.de

Aim: You will learn to visually communicate your complex research ideas and results so your messages are effortlessly understood by any specific audience (scientists or non-scientists). We will not focus on aesthetics but on how knowledge on human visual perception can help you create effective **scientific images, slides, and posters**.

You will design a graphical abstract of your research, discuss it with peer scientists in a group exercise, and get actionable advice and feedback on your own images and slides. It is an immersive workshop, comprehensive, structured, memorable, easy to follow, useful and fun.

Content: The training is offered as **blended learning** that combines a **self-study module** and an **online workshop**.

▶ **Self-study** via an online platform 5-6 hours

- Communicating with **scientific vs non-scientific audiences**
- **Visual perception** and what humans find intuitive
- **Layout:** simplifying comprehension through a structured layout
- **Eye-flow:** effortlessly guide the audience through the design
- **Colors:** how to amplify, not 'fancify'
- **Typography** for legibility, structure and aesthetics
- **Slides** that amplify messages and don't distract when presenting
- **Posters:** strategy and process for creating posters that attract and explain
- **Homework:** you submit your images and slides for feedback.



Online Workshop self-study module partial completion mandatory

- **Recap and Q&A:** an effective review of self-study topics and optional 1-on-1 consulting with facilitator to address your individual challenges.
- **Feedback on submitted materials:** you will get actionable suggestions on how to improve your own scientific images and slides.
- **Graphical abstract drawing exercise:** you will draw a sketch of your research
- **Group peer-instruction exercise:** we make groups so everyone learns to give and receive informed feedback to peers.

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

My goal is to help scientists effectively communicate your ideas and findings and make an impact with your research. Teaching and communication are my professional passions. I read and study eclectically and am always looking for approaches from different fields that can be easily applied by scientists. I distill the principles and practices into easy to understand and fun learning experiences. Time is our most valuable resource and I want the time spent in my training to be the best long-term investment a scientist can make. I've worked with over 5000 researchers from 150 excellent research institutions and hope to work with you too.

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