

Effective Visual Communication of Science

The SEYENS METHOD™

Live Workshop + Self-study by Dr. Jernej Zupanc

Live Online Workshop
29 September 2023 (9 am - 1 pm)

Registration until 30 July 2023

Registration is closed

(The course is limited to 20 participants with a waiting list)

Aim:	<p>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.</p>
Content:	<p>The training is offered as blended learning that combines a self-study module and a live online workshop.</p> <p>Self-study via an online platform – 12 month access</p> <ul style="list-style-type: none"> 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. <p>Live Online Workshop – self-study module partial completion mandatory (4 h)</p> <ul style="list-style-type: none"> Recap of fundamentals and Q&A: trainer facilitates an effective review of lessons learned in self-study module and answers all further questions. Feedback on submitted materials: you will get actionable suggestions on how to improve your own images and slides from the trainer. Graphical abstract drawing exercise: everybody draws a sketch of their research Exercises & group work: we make groups so everyone learns to give and receive informed feedback to peers on the graphical abstract.

Trainer:

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

My goal is to help you 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.



www.seyens.com; Digital flyer of Effective Visual Communication of Science workshop

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