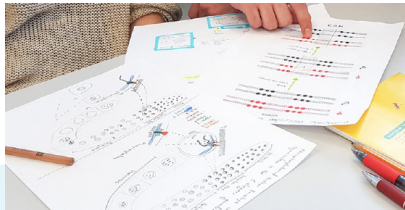


# Effective Visual Communication of Science

15<sup>th</sup> October 2018 (09:00 – 16.00)  
Lernzentrum Room 010  
Schöpfstraße 24  
6020 Innsbruck

You will learn how to visually communicate your scientific ideas and help your audience effortlessly grasp the essence of your research. If created properly, scientific figures are the most effective way to attract audience and explain complex ideas in the shortest amount of time. You will learn the underlying principles of how to create an intuitive eye-flow, a good visual hierarchy and how to use colors to amplify not fancy. You will apply the principles in a drawing exercise where you will sketch your own research and receive feedback from your peers. We will also work on examples the participants send in advance. The workshop is very interactive, well structured and easy to follow. The feedback of more than 1000 past participants has been overwhelmingly enthusiastic.



## Topics covered:

- Plan and design visuals for journal papers, posters, slides
- Visually develop complex ideas
- Communicate with different audiences
- Create an intended easy to follow eye-flow
- Using color to amplify, not fancy

## Exercises:

- Graphical abstract drawing with group work.



seyens ^^

## Speaker:

**Dr. Jernej Zupanc**

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 15 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. <http://www.seyens.com/>

## Registration:

Email [sc-forschung@i-med.ac.at](mailto:sc-forschung@i-med.ac.at) until 14<sup>th</sup> September 2018  
Free of charge for Members of the Medical University of Innsbruck  
Limited to 20 participants!

Impressum:

**Servececenter Forschung**

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