

Trainer



Dr. Jernej Zupanc
Seyens Ltd.

My goal is to help scientists effectively communicate their ideas and findings and make an impact with their research. Communication and teaching 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.

- PhD (2011) and Postdoc in computer science
- Fulbright alumnus
- Published photographer
- Previously head of computer vision at a startup, project evaluator for the European Commission, and grant writer

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Effective Visual Communication of Science – The SEYENS METHOD™

Objective

Through understanding how human visual perception works, 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).

This is a comprehensive training where you will learn to create effective images, posters, and slides. You will also 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 materials. It is an immersive workshop, comprehensive, structured, memorable, easy to follow, useful and fun.

Description & Methodology

The training is offered as **blended learning** that combines a self-study module and an online workshop. All participants get 12 month access to the online platform.

1) Self-study via an online platform (6-8 hours of engaging video content, starting on **8 December 2022**):

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

2) Live Online Workshop on 8 February 2023, 9:00 – 13:00

- Recap of fundamentals and Q&A: trainer facilitates an effective recap of lessons learned in self-study module and answers all further questions
- Exercises & group work: participants draw a graphical abstract of their research and share their posters in groups so everyone gives and receives informed feedback
- Discussion on pre-submitted materials: participants receive actionable suggestions on how to improve their own images and slides from the trainer

Conditions

Completion of the self-study units is a prerequisite for participation in the workshop. Only if both parts have been successfully completed, the course is considered as "attended".

Organizational Information

Language / Format	English / Online
Target group	Doctoral Candidates at all stages and Postdocs from all faculties from fields where science can be presented visually
Date	Self-Learning Module: Open from 8 December 2022 Online-Workshop: Wednesday 8 February 2023, 09:00-13:00
Registration	For registration click here

