The SEYENS METHOD™ - Effective Visual Communication of Science

Audience: Researchers at all career stages, especially PhD students & postdocs

Objective: This comprehensive communication training will enable you to visually communicate your complex research ideas and findings so your messages are effortlessly understood by any target audience (scientists or non-scientists). You will learn a strategic design process that is aligned with how humans easily interpret visual information and can be applied to create effective scientific images, posters, and slides. This is an immersive training, structured, easy to follow, memorable, useful, and fun.

Content: FUNDAMENTAL VISUAL COMMUNICATION ➤ SCIENTIFIC IMAGES

- Communicating with scientific vs non-scientific audiences
- Visual perception and what humans find intuitive
- Visual organization: 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

APPLIED VISUAL COMMUNICATION ➤ SLIDES, POSTERS, GRANTS, PAPERS

- Slides that amplify messages and don't distract when presenting
- Posters: strategy and process for creating posters that attract and explain
- Digital images in science: the optimal use of vector and raster images
- Grants/project proposals: visually enhance a document to help the evaluator

Method:

- Blended learning: combination of an online or onsite live workshop, an online self-study module and useful homework.
- Interactive ‘edutainment’: fundamentals, real examples and redesigns, practical advice and memorable, actionable take-home messages. No nonsense, efficient use of time & effort.
- Drawing exercise & group work: participants draw a graphical abstract of their research and give each other informed feedback.
- Discussion on pre-submitted materials: participants submit their scientific figures and slides and I prepare a selection for feedback. Everyone receives suggestions on how to improve their own communication directly from me.

Detailed schedule: www.seyens.com