

The SEYENS METHOD™ - Effective Visual Communication of Science

Audience: Researchers at all career stages, especially PhD students & postdocs. No talent required.

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
- **Grants/project proposals:** visually enhance a document to help the evaluator
- **Digital images in science:** the optimal use of vector and raster images

- Method:**
- **Hybrid learning:** combination of an online or in-person 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 materials 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