Aim: 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.

Content: The training is offered as **blended learning** that combines a **self-study module** and an **online workshop**.

- **Self-study via an online platform** 12-month access
  - 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.

- **Online Workshop** self-study module partial completion mandatory
  - Recap and Q&A: an effective review of self-study topics and optional 1-on-1 consulting with facilitator to address your individual challenges.
  - **Feedback on submitted materials**: you will get actionable suggestions on how to improve your own scientific images and slides.
  - **Graphical abstract drawing exercise**: you will draw a sketch of your research
  - **Group peer-instruction exercise**: we make groups so everyone learns to give and receive informed feedback to peers.

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

My goal is to help scientists 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