Effective graphical abstracts

... or how to visually communicate complex scientific ideas

Seminar by Dr. Jernej Zupanc

When reading grant proposals or research papers, people look at figures first. If created properly, graphical figures are the most efficient way to explain complex ideas and at the same time attract readers and raise credibility. We will discuss the principles and best practices used in visual communication, which can be applied to figures for research papers, project proposals, conference posters, and slides.

The content is prepared for scientists and distilled from the following topics:

visual perception | photography | graphic design | web design

Seminar objectives

- Understand human visual perception and how it applies to scientific communication.
- Learn principles for presenting research through clear and well designed graphics.
- Learn about simple and free online tools that will help design figures.
- Motivate researchers to apply the newly acquired knowledge to their communication.

Presenter: Dr. Jernej Zupanc

Jernej's goal is to help scientists present their research using clear and effective graphics. Drawing on various fields including technology, art and communication, his research focuses on identifying the best practices and principles scientists can use for visually presenting their research findings. The material in his courses is easily understood and can instantly be used in practice by scientists and engineers.

Jernej holds a PhD (2011) in computer science from University of Ljubljana, is a published photographer, EU project evaluator and founder of Seyens Ltd. He and his colleagues assist scientists and businesses in grant applications and other aspects of visual communication.

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