

# Effective Graphical Abstracts



How to visually communicate complex scientific ideas and help your reviewers effortlessly grasp the essence of your research.

*Dr. Jernej Zupanc, Seyens.com*

*SZ KW.21*

*Entrance building (Auenbruggerplatz 2)*

*June 9th at 1pm*

seyens^^

# 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 this applies to scientific communication.
- Learn principles which help in 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 content learned in this course 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.

jernej.zupanc@seyens.com

www.seyens.com

+386 41 983 696

seyens<sup>^^</sup>

