

Effective Visual Communication of Science

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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.

Self-study via an online platform:

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 not distract when presenting • **Posters**: strategy and process for creating posters that attract and explain • **Homework**: you submit your images and slides for feedback.

Interactive **online workshop**:

Recap and Q&A: an effective review of self-study topics and optional 1-on-1 consulting with trainer 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.

The course is offered as **blended learning** that combines a self-study module that is followed by an interactive online workshop on

Thursday, 11 December 2025

9:00 am - 1:30 pm

Furthermore, participants will receive feedback on several of their visuals.

Registration is mandatory and participation is subject to the availability of places. Fellows (members) of the three organising schools will be preferentially admitted.

→ <https://events.hifis.net/e/evc25>

Registration Deadline: 05.11.2025



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