

Visual Communication in Science

**2-day workshop for doctoral students, postdocs, and graduate students
in the ZfM/LaMa (English or German)**

Trainer: Dr. Eva Mutoro, <http://emutoro.com>

Dates: Thu., May 28, 2020 (9 am - 5 pm) and Fri., May 29, 2020 (9 am - 4 pm); 1 h lunch break

Venue: JLU Gießen, Chemie-Hörsaalgebäude, Heinrich-Buff-Ring 19, seminar room C104

Visual communication is an important skill in science. This 2-day workshop focuses on basic principles of visualization covering several topics from simple data representation to illustration of complex ideas. Participants will improve their competence in graphic design and visual presentation of scientific results. They will learn how to apply visual concepts in daily life as scientists and to develop a visual identity.

Contents (topics may vary slightly):

Introduction to Visual Communication (Day 1 Morning Session)

- Importance and fields of application in science
- Visual perception, basic principles, and general guidelines
- Target audience and criteria for choosing a design
- Excursus: literature

Data Representation (Day 1 Afternoon Session)

- Basics: sizes, labeling, and diagram types
- Highlighting conclusions and avoiding incorrect statements
- Excursus: interactive data visualization

Optional: Introduction to CorelDraw (Day 1 Optional Late Afternoon Session)

- Basic features and useful tools

Graphic Design (Day 2 Morning Session)

- Basics: image formats, proportions, and colors
- Design process and examples
- Excursus: scientific artwork

Presentation Design (Day 2 Afternoon Session)

- Visual structure and slide design
- Corporate identity and pictograms

Prerequisites: Basic knowledge in data representation, visualization of results, and standard software (Excel, PowerPoint; CorelDraw: basics skills recommended but not compulsory)

Registration: until May 15, 2020, via e-mail to Martin Güngerich

Group size: ideally 15, max. 20 participants