

The **Seyens Method™** Training for Researchers “Effective Visual Communication of Science”

Aim: You will learn the Seyens Method™—a comprehensive design philosophy, process, and set of strategies tailored specifically for scientists to visually communicate your own complex ideas so your messages are effortlessly understood by scientists or non-scientists.

It is a structured, no fluff, memorable, easy to follow, useful and fun training that will empower and enable you to create **effective images, slides, posters, and grants**. You will immediately apply the new skills to communicate your own science, draw a graphical abstract and discuss it with your peers and receive actionable feedback on your images and slides.

Content:  **Self-study module**—Mandatory *Fundamentals*, *Slides*, and Homework (5 h)

- **Fundamental Visual Communication:** understand how human visual perception and psychology shape our interpretation of visual information. Discover a science-based design method to visualize your research, making it easily comprehensible. We will cover strategic use of layout, eye-flow, colors, and typography applied to all types of scientific images.
- **Slides, Posters, Grants:** you will learn how to apply the Seyens Method™ design philosophy and strategies introduced in the *Fundamentals* to slides, posters, and grants. This will give you a holistic approach that builds from the first principles, makes sense and is easy to remember and apply.
- **Homework:** submit your images and slides to receive personalized feedback.



Live Workshop—In person (7–8 h)

- **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 your submitted materials:** you will get actionable suggestions on how to improve your own scientific images and slides. Discussions on your own posters, grants, and other means of visual science communication encouraged.
- **Graphical abstract drawing exercise:** you will draw a sketch of your research
- **Peer-instruction group discussion:** you will give and receive informed and structured feedback to improve yours' and other participants' images.

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

My mission is to empower scientists to effectively communicate their ideas and findings, maximizing the impact of their research. I am passionate about teaching and communication, continually seeking innovative approaches from various fields that can be quickly and easily applied by scientists. I simplify these principles into engaging learning experiences where participants immediately get results.

Recognizing that time is our most valuable resource, I strive to ensure that time spent in my training is a valuable long-term investment for scientists. Close to 7000 researchers from research institutions and multinationals have attended my training and I look forward to the opportunity to work with you.

seyens™



Detailed schedule at www.seyens.com/workshops
Feedback from past participants on [Trustpilot](https://www.trustpilot.com/review/www.seyens.com)