

# The SEYENS METHOD™

Effective Visual Communication of Science

## Workshops for PhD Students and Scientists

You will learn to visually communicate your research ideas and results so your complex messages are effortlessly understood by any specific audience (scientists or non-scientists). We will focus on how knowledge on human visual perception and a strategic design process can help you to create **effective scientific images, slides, and posters** in the shortest possible time. It is an immersive workshop, structured, memorable, easy to follow, useful and fun.



### Comprehensive

I want to fundamentally improve how you think about and approach communication, in science and also life.



### Hands-on

Draw a graphical abstract of your research and learn to give informed feedback. Immediately apply new knowledge to your own work.



### Customized

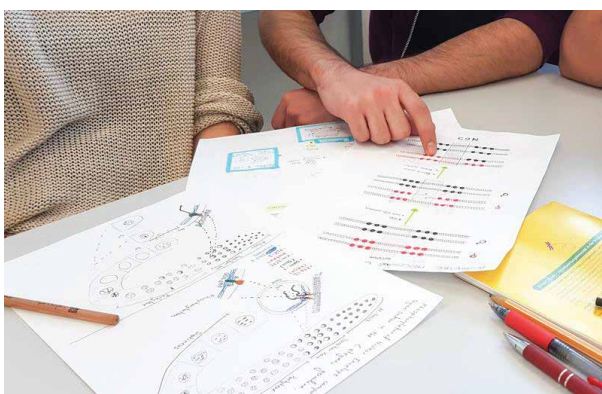
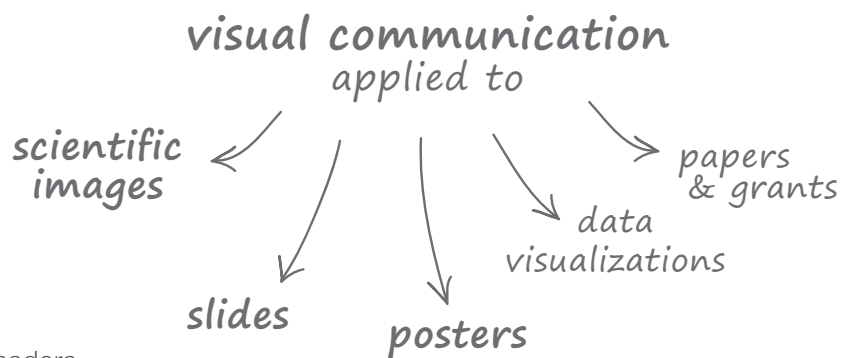
Each event is adapted to the participants' research topics. Submit your figures and slides for personalized feedback

### Online or Onsite formats

- 🕒 From 1 hour to 1-day
- ▶ 6+ hours of online video courses
- 🌐 Worldwide availability
- 👥 Workshops for 12–20  
Keynotes for large audiences

### Target group

- 👥 PhD students, PostDocs, group leaders,  
all researchers who communicate visually



## Over 240 events since 2013, 5000+ satisfied participants

*"It was really hands on with real examples and practical, ready to use solution. Plus it was very entertaining."*

*"The advice was simple but effective and I think everyone working in science could learn something."*

*"A great presenter, really knows how to motivate people! I really like that everything was planned and it was easy to follow."*

# The SEYENS METHOD™

## Effective Visual Communication of Science

### Content & Method

#### Visual Communication applied to **scientific images**

Planning scientific communication for different audiences, understanding visual perception and how to use the design process strategies (layout, eye-flow, color, typography) to present complex messages effectively in graphical abstracts and other scientific images.

#### Posters & slides

Starting with identifying the purpose of different means of presenting, we build a strategy for creating posters and slides that attract the right audience, keep them engaged, and help to clarify and amplify your messages.

- 100+ real examples and redesigns
- Graphical abstract drawing exercise
- Feedback on your figures and slides
- Online experience as good as in person
- 12 month access to the online courses

### Trusted by researchers at renowned institutions in 23 countries



### Dr. Jernej Zupanc, Founder of Seyens Ltd.

My goal is to help scientists effectively communicate your ideas and findings and make an impact with your research.

Teaching and communication are my professional passions. I read and study eclectically, always looking for approaches from different fields that can be easily applied by scientists. I distill the principles and practices into easy to understand and fun learning experiences.

Time is our most valuable resource and I want the time spent in my training to be the best long-term investment a scientist can make.

I've worked with over 5000 researchers from 150 excellent research institutions and hope we get to work together too.

