SHOW, DON'T TELL: CREATING VISUALS ABOUT YOUR RESEARCH

PART 1: ELEMENTS OF POWERFUL VISUALS

- Introduction
- The importance of visual communication
- Elements of powerful visuals (clarity, correctness, attractiveness)
  - group exercise + group discussion

PART 2: VISUAL COMMUNICATION PRINCIPLES

- Identifying the message
- Adapting to the audience
- Improving the signal-to-noise ratio

PART 3: EDITING VECTOR IMAGES

- Bitmap versus vector images
- Introduction to Inkscape

(lunch break)

PART 4: SCIENTIFIC VISUALS

- Design principles and how to apply them
- Graphical abstracts and scientific posters
- Graphs

PART 5: EDITING BITMAP IMAGES

- Key concepts: resolution, brightness, contrast, etc.
- Introduction to Paint.NET (or similar bitmap editing software)

PART 6: LEGAL AND ETHICAL ASPECTS

- Legal aspects of using images
- Ethical aspects of image manipulation