



## Graphic Communication of Scientific Research Course

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### Course Description

The course goal is to learn graphic language rules and to master them. The main topic is teaching the students how to make the correct graphic choices when they make communication for scientific research. At the beginning of the course, attendees are invited to think about what communication and graphics are and what they mean. After that, students will learn graphic language elements and rules. Attendees will train their critical thinking by means of concrete examples and they will develop their skills through practical exercises.

### Addresses

The course addresses all PhD students who want to learn new communication skills and master a useful tool to increase their research impact.

### Program

#### First appointment (4h): basic rules of Graphic Communication

- ✓ Jacobson's definition of communication.
- ✓ More about the verbal communication.
- ✓ Graphic language elements: text, graphics, images and colors.
- ✓ The font: typography mention.
- ✓ Layout: composition rules and negative space idea.
- ✓ Visual perception: Gestalt's rules.
- ✓ Colors perception: kind of contrast and psychology of color.

#### Second appointment (4h): a language for many channels

- ✓ The poster: from off-line to on-line.
- ✓ The presentation: videos, animations and movement rules.
- ✓ The article: graphical abstract and infographic.
- ✓ Trick or treat: graphic communication snares starting from copyright.
- ✓ Exercises: group project
- ✓ Homework assignment



# Science Draw Graphic

## Third appointment (4h):

- ✓ homework evaluation and brainstorming.

## Exercises

Projects will be assigned based on students level:

1. 1st year: attendees learn and realize the right graphic tools to describe a scientific project, hypothesis and experimental design.
2. 2nd year: students learn and realize the right graphic tools to resume data, stimulate reasoning and encourage critical thinking.
3. 3rd year: attendees learn and realize the right graphic tools to explain scientific research results through many different channels.

## Who is the teacher?



Course teacher is Serena Ghezzi. Serena obtained a Biotechnology degree at the University of Milan and a Biology degree at the same University. She spent 10 years in prestigious biomedical research labs. She published 24 papers, 1 book chapter and more than 40 posters presentations at international meetings she decided to start the Graphic Communication of Science

Consultant and Trainer career 7 years ago. She performs this profession as a freelancer for industries, start-ups, associations, academic or hospital labs and individual researchers.

## Location and Duration

The course is held in 12 hours divided in 3 appointments and could be done on-line only, because of anti-covid19 regulations .

## Students number

The course is for 15 attendees approximately.

## Budget

Ask a quote to [serena.ghezzi@sdg.science](mailto:serena.ghezzi@sdg.science).