



Med Uni
Graz

Pioneering Minds

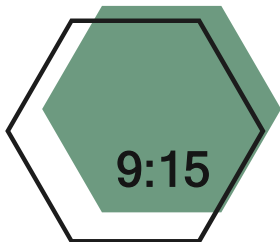
05. FEB | 9 UHR

Aula der Med Uni Graz

Neue Stiftingtalstraße 6

SCIENTIFIC RETREAT

des
Diagnostik und Forschungszentrum
für Molekulare Biomedizin



9:15

Keynote lecture:
Dr. Jernej Zupanc

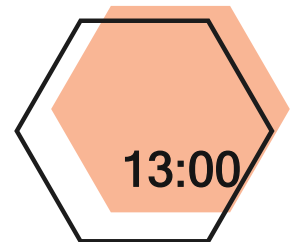
*"Effective Use of COLOR in Your
Science Visualization
- a Crash Course"*



10:30

**Geführter
Poster walk**

*Alle Teilnehmer*innen sind herzlichst
eingeladen ein Poster zur Diskussion
mitzubringen!*



13:00

**Interaktive
Projektfindung**

*Interaktives Brainstorming von
kooperativen und interdisziplinären
Forschungsideen zwischen den
Instituten*

Im Anschluss (~15 Uhr) laden wir sie herzlich ein den Tag gemütlich mit Snacks und Getränken ausklingen zu lassen.

Haben Sie Interesse Ihr Projekt mit einem **Poster** vorzustellen?
Dann **REGISTRIEREN** Sie sich bitte bis spätestens 26. Januar unter: (zentrum@medunigraz.at)

Auf Ihr Kommen freut sich das Organisationsteam des Retreats!

Gregor Gorkiewicz, Christine Moissl-Eichinger
Esther Förderl-Höbenreich, Christina Kumpitsch, Alexander Mahnert, Tina Moser, Paul Vesely
Sabine Wagner-Lichtenegger, Martin Zacharias
und Kurt Zatloukal



The SEYENS METHOD™ Effective Use of COLOR in Your Science Visualization

"Crash Course" at MedUni Graz Retreat, Feb 5, 2024
Dr. Jernej Zupanc • www.seyens.com

Motivation: When people look at your papers, posters, or slides, their eyes go to images first. That's the way humans are. Images grab our attention and hijack our eyes. Fortunately, images are also one of the best ways for making complex messages more easily understood. If done right, of course. Because images can also confuse or overwhelm your audience and decrease the perceived credibility of your work.

Objective:

- **Lecture:** In this Crash Course, you will learn how to strategically apply color to your scientific communication and design in a way that will help intuitively communicate your message fast and effortlessly. It is an easy to apply visual strategy that will revolutionize how you think about color in all of your future science visualization.
- **Q&A:** there will be an opportunity to ask questions so if you are struggling with any aspect of your science communication (visual or beyond), have them prepared.

This Crash Course is adapted from a chapter of my SEYENS METHOD™ training available to PhD researchers at over 150 institutions (including MedUni Graz)

www.seyens.com

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

My goal is to help scientists effectively communicate their ideas and findings and make an impact with their research. Communication and teaching are my professional passions, bordering on obsessions. I read and study eclectically and am 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 investment a scientist can make.

I have a PhD (2011) and was a PostDoc in computer science, am a Fulbright alumnus and a published photographer. Previously, I worked as the head of computer vision at a startup, as a project evaluator for the European Commission, and as a grant writer.

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