

The **Seyens Method™** Training for Researchers

“Effective Visual Communication of Science”

Online Workshop

24th June 2026 (9:00 am – 1:30 pm)

Registration

Email: sc-forschung@i-med.ac.at

Limited to 18 participants

Free of charge

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—On Zoom (4.5 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.
- **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.

Seyens Method™ Training Team

The Seyens Method™ was developed by Dr. Jernej Zupanc, has been refined over more than a decade and is now taught by a small team of Certified Seyens Trainers, all PhD-level scientists.

All trainers complete a rigorous certification program and follow the same structured approach used in every Seyens workshop. The focus is on clarity, scientific accuracy, and making well-reasoned decisions about how to present complex ideas visually.

Your workshop may be led by Dr. Zupanc or a Certified Seyens Trainer, often with expertise close to your scientific field. In all cases, the content, structure, and learning experience remain the same, ensuring a consistent, high-quality training for all participants.

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Seyens Method explanation: www.seyens.com/method

Training schedule: www.seyens.com/workshops

95% 5-star reviews from past participants on Trustpilot