

Visual Science Communication - Summary and Recommended Resources

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Top Tips for Visual Science Communication

1. Plan ahead (Don't be afraid to draw!)
2. Emphasize main points
3. Use color strategically
4. Keep your fonts simple
5. Stick to a consistent design
6. Slide presentations: Break down complex content
7. Slide presentations: Consider compatibility
8. Social media: Include a visual whenever possible
9. Social media: Make it move
10. The Golden Rule: Know your audience

Recommended Resources

Courses:

[S.P.A.R.K. by Picture as Portal](#) - 3 hour online course, \$249
Course designed by medical illustrators

Vector Software:

Adobe Illustrator (paid)
Associated training - Lynda.com
Inkscape (free)

Social Media Content Creation

Canva.com - Many free templates and stock photos for creating visuals for Facebook, Instagram, Twitter posts etc.

Gif / Simple Animation Creation

Adobe Photoshop (paid)
Makeagif.com (free with watermark)

Reading

[Nature Methods Data Visualization Series](#) - 35 Points of View Columns Written by Data Viz experts. (Also available as a PDF ebook, ~\$8)
(Composition and layout, Using color, Elements of a figure, Plot types, Improving figure clarity, Multidimensional data, Data exploration)

Colors

[ColorBrewer](#) Generates palettes based on number of data categories and type (sequential, diverging, qualitative).

Sources of Existing Visuals

<https://www.climatevisuals.org/> - Library of climate related visuals

<https://visualsonline.cancer.gov/> - NCI Visuals library of cancer and research related images

Video Converters:

[Current list of free options](#)

For when you need to convert a .wmv (PC only) to .mp4 (PC and Mac compatible), for example

Mac and Windows Safe Fonts:

Arial

Arial Black

Comic Sans

Courier New

Georgia

Impact

Times New Roman