

# ***Life science figure design***

***January 25-26, 2017***

***Course Instructors: Helena Jambor and Nico Scherf***

Figures are the foundation of the verbal and written scientific discourse. How do you best present your data in a figure? Are you choosing the right chart-type? Can you increase the legibility if you work like a designer?

In this two-day workshop participants learn to intuitively understand and create clear figures of scientific data. The goal is to teach participants effective visual communication and to empower them to systematically improve their figure design.

We will have four lecture blocks each followed by exercises that allow participants to apply their new knowledge to example cases. The last module will include a free exercise where participants are expected to work on their own visualization problem in groups of two.

*Number of participants is currently limited to 16.*

## ***Wednesday, January 25, Galleria***

**14:00**                    **Welcome**

**14:10 – 15:30**        **From raw data and numbers to figures**

- *Is a figure necessary?*
- *Which display type to choose for what kind of data*
- *Exercises: too little data or too much data – solutions for a figure*

**16:00 – 17:30**        **Legibility through style, layout and color**

- *Labels and Titles: where and how much detail?*
- *Help your reader by adapting the layout*
- *Exercise: “Gestalprinzipien” (design principles) in action*

**17:30-18:00**        **Discussion round**

## ***Thursday, January 26, Galleria***

**14:00 – 15:30**        **Focus the attention**

- *The do's and don'ts of color*
- *Pre-attentive attributes and visual perception*
- *Exercise: de-cluttering of figures*

**16:00 – 18:00**

- *Horizontal logic*
- *Special cases in science: show the data and be scientifically sound*
- *Exercise: Adapting a figure to multiple uses. Use of data in lab meetings, scientific talks and publications, information for the public...*