



Beyond Words

Making Science Visual

Syed Hasan Abbas (GRID - Arendal)



Course goals



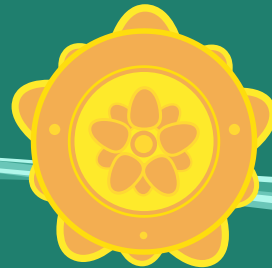
Understand Why Visuals
Matter In Science
Communication



Learn **practical tools** to
improve visual communication
in your work



Gain skills for collaborating
with designers





Course milestones



Welcome



Introduction to Visual
Communication



Visual Communication
Fundamentals



User-friendly tools



Working with designers



Reflection



why **visual**
communication?



storytelling



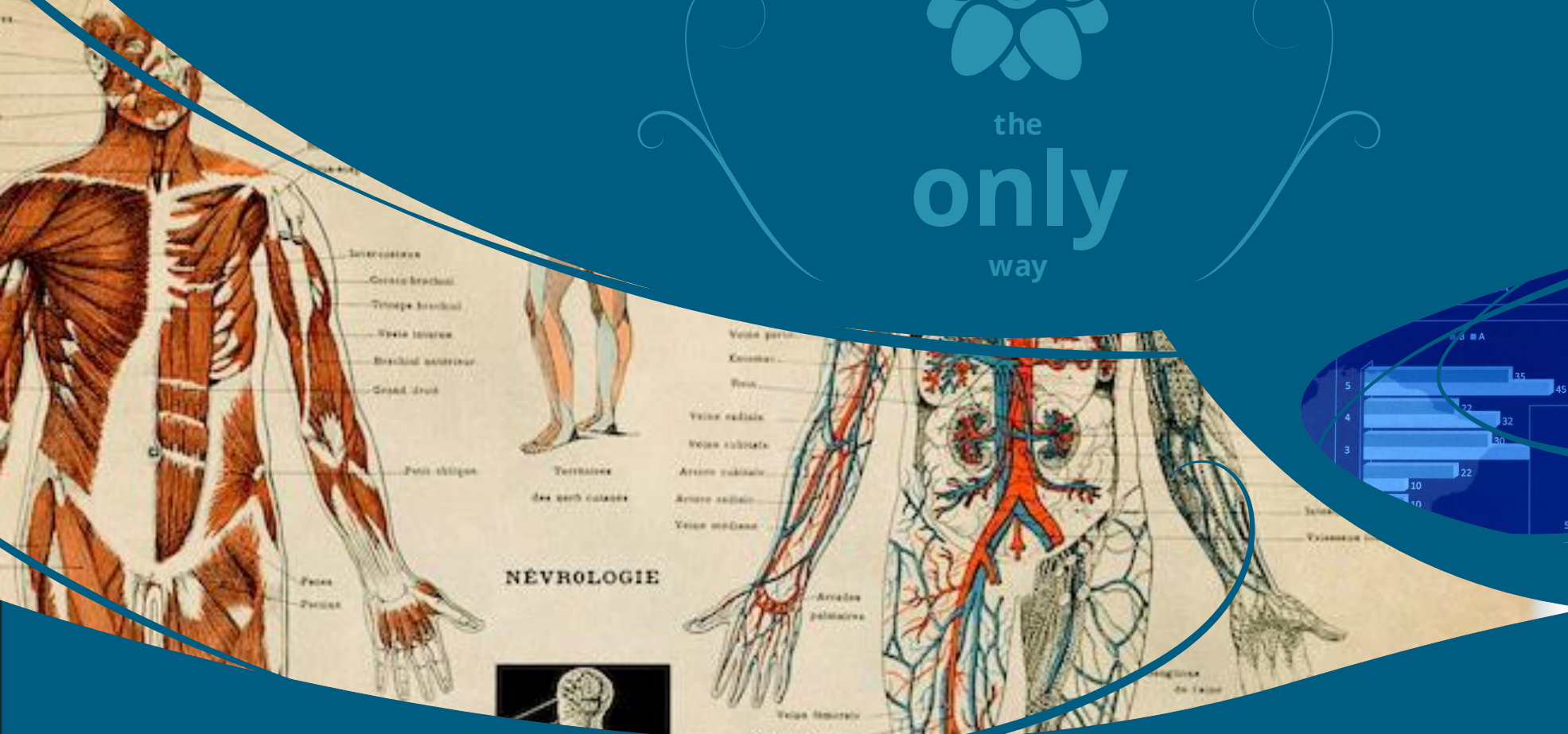


fast information



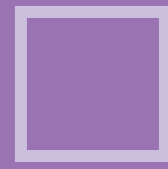


the
only
way



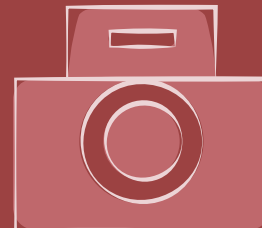


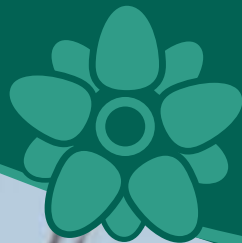
thinking **visually**
in simple shapes





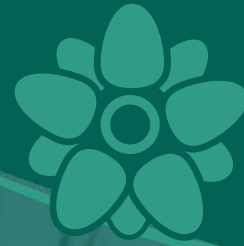
Every
**visual
object**
is made from
**simple
shapes**



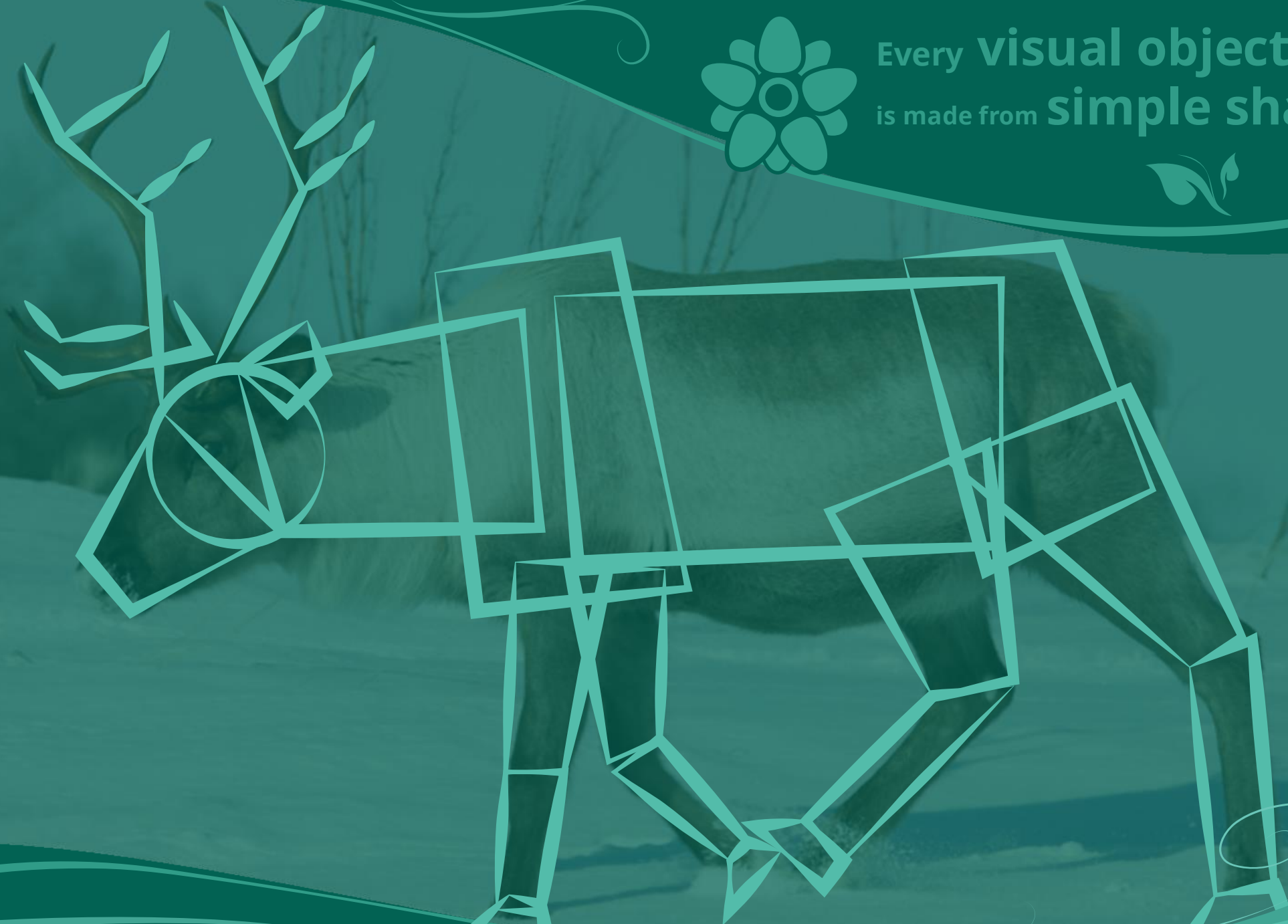


Every **visual object**
is made from **simple shapes**





Every **visual object**
is made from **simple shapes**



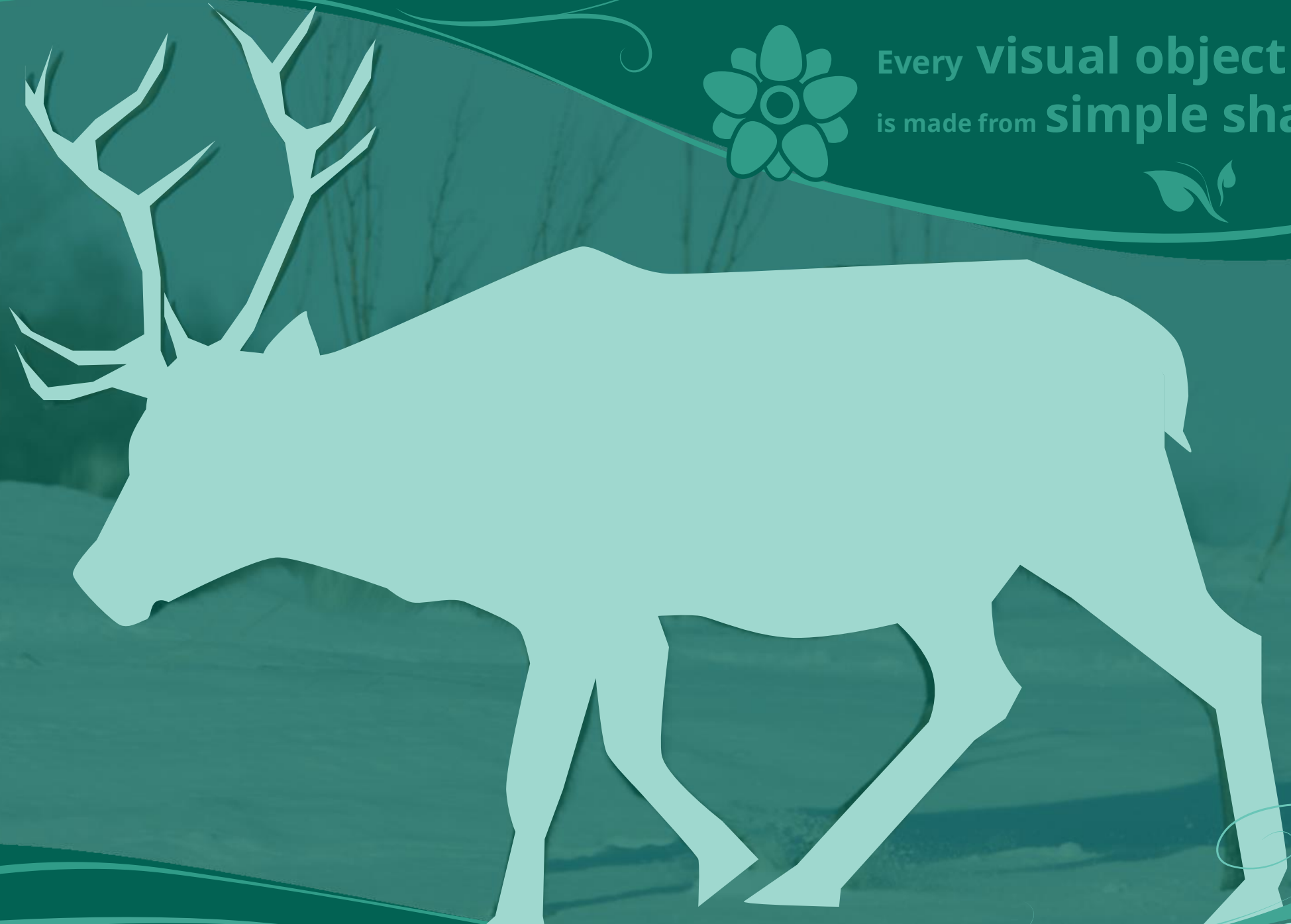


Every **visual object**
is made from **simple shapes**





Every **visual object**
is made from **simple shapes**





Every
visual object
is made from **simple shapes**





fundamentals

of visual communication



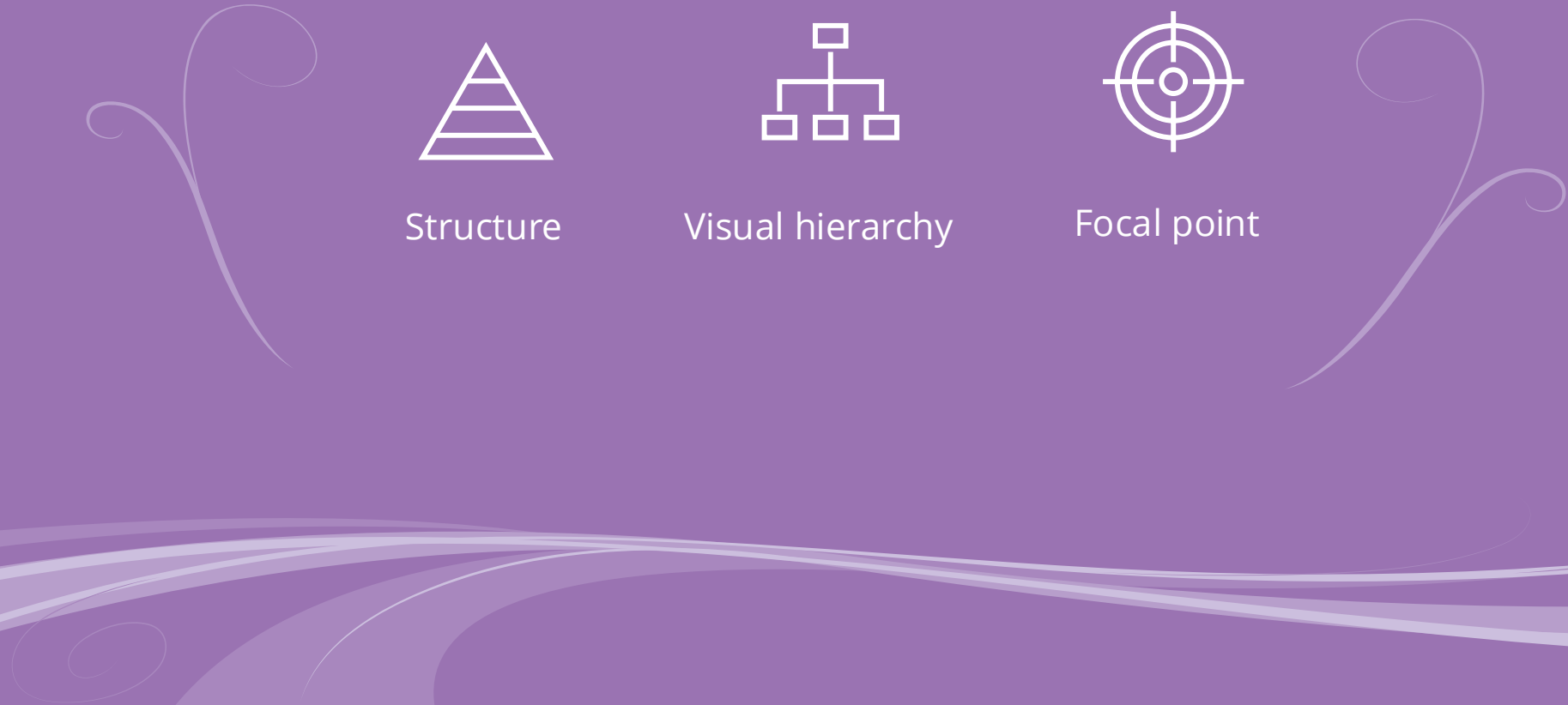
Structure



Visual hierarchy



Focal point



Structure

- Margins
- Spacing
- Balance
- Stability



Help Us Improve Crisis Communication Tools for Wildfires and Air Quality Awareness in the Arctic!

We Need Your Voice!

As we develop tools like INFRA and AURORAE to enhance the public's understanding of wildfires and air quality during crises, your feedback is crucial. These platforms are designed to provide easily accessible information on wildfire risks, air quality, and the latest emergency updates. Your input will help shape these tools to better serve your community during wildfire events.



Why Should You Get Involved?



- **Improve Public Communication:** We want to make sure our tools provide the most relevant, accurate, and accessible information during a crisis.
- **Enhance Community Preparedness:** Your insights will help ensure that residents can better prepare for wildfires, monitor air quality, and stay informed with real-time updates.
- **Shape Future Features:** As an expert, first responder, or concerned community member, your input will guide future features and the design of communication strategies.

Stay Engaged

			
SURVEY www.app.sil.it/event/5584Q2aEktEDCT4qW1vYD7lve/polls	AURORAE www.arcticpassion.eu/wp4/ps5	INFRA www.arcticpassion.eu/wp4/ps4	Arctic PASSION www.arcticpassion.eu

Contacts:

Ilaria Crotti (IRC) ilaria.crotti@ec.europa.eu	Vito Vitale (CNR) vvitale@isac.cnr.it	Srdjan Dobricic (IRC) srdan.dobricic@ec.europa.eu
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 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101003472

Structure

- Margins
- **Spacing**
- Balance
- Stability

ARCTIC PASSION

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Stay Engaged

SURVEY
www.arcticpassion.eu/survey

AURORAE
www.arcticpassion.eu/aurorae

INFRA
www.arcticpassion.eu/infra

ARCTIC PASSION
www.arcticpassion.eu

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Seljan Delbrick (EC) seljan.delbrick@ec.europa.eu

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Structure

- Margins
- Spacing
- Balance
- **Stability**

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SURVEY www.surveymonkey.com/survey/61866297810074-0476122766361	AURORAE www.arcticpassion.eu/aq205	INFRA www.arcticpassion.eu/infra204	ARCTIC PASSION www.arcticpassion.eu

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Visual hierarchy

- Size
- Placement
- Contrast
- Flow

 **ARCTIC PASSION**

GREEN TRANSITION IN ARCTIC CITIES AND MUNICIPALITIES: TOWARDS EVIDENCE-BASED POLICY-MAKING

Speakers:

Rebecca Alty
Mayor of Yellowknife, Canada

Robert Barr
Deputy City Manager, Juneau City and Borough, USA

Líf Magneudóttir
City Councilor, Reykjavik City, Iceland

Pertti Onkalo
Head of Urban Planning and Technical Services Department, Municipality of Rovaniemi

Daniel Smirat
Chairman of the Municipal Council, Lulea Municipality, Sweden

Volker Rachold
Head, German Arctic Office, Arctic PASSION project

November 15th
10:30-12:00 (EET)

Rovaniemi, Finland
Rovaniemi Arctic Spirit Conference 2023

Moderators:

Patti Bruns
Secretary General,
Arctic Mayors' Forum

Adam Stepien
Researcher,
Arctic Centre
University of Lapland

 Arctic Mayors' Forum

 ARCTIC CENTRE
University of Lapland

 ROVANIEMI
ARCTIC
SPIRIT



Visual hierarchy

- **Size**
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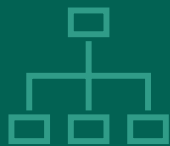
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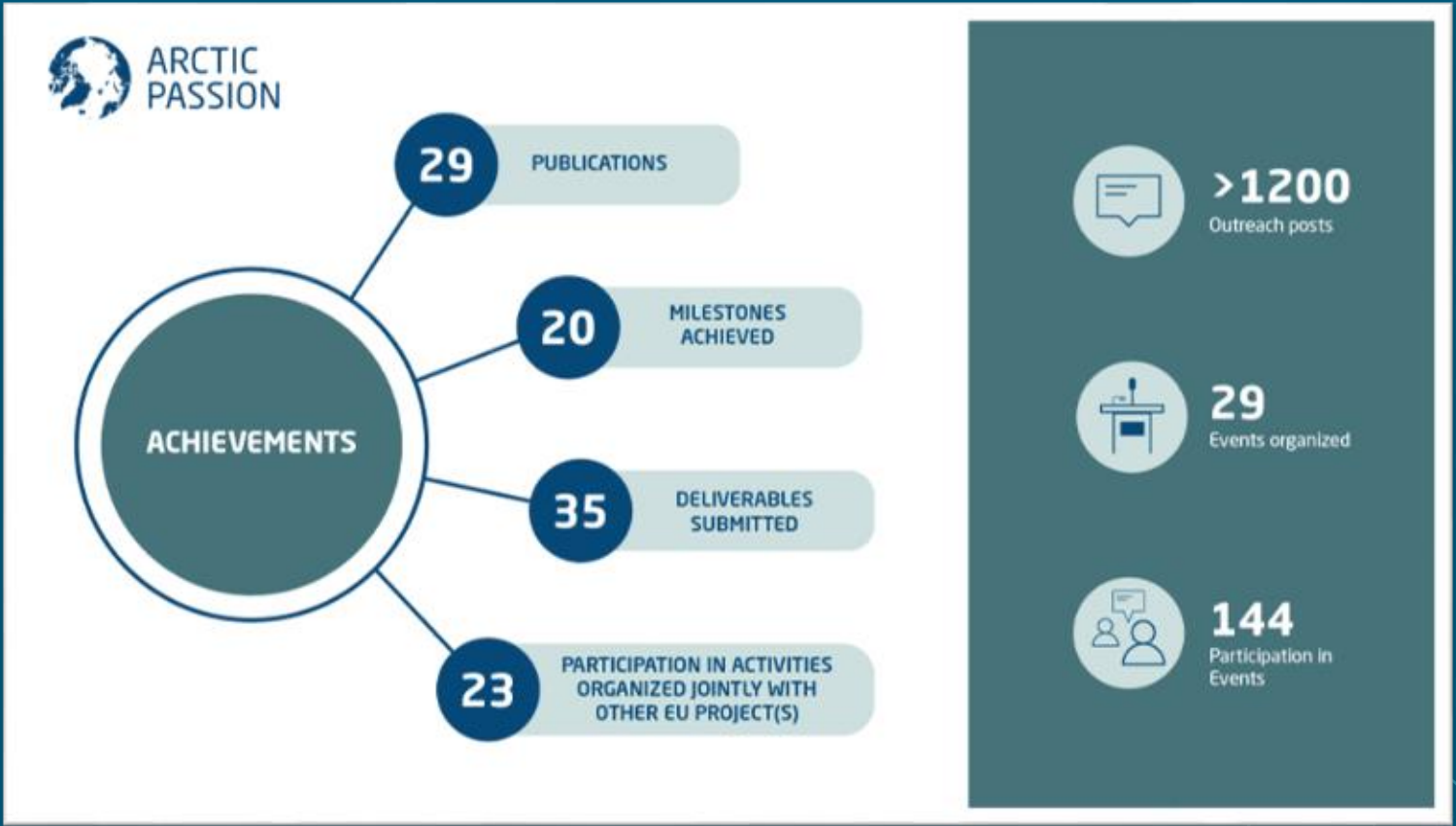
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Focal point

- Size
- Placement
- Contrast
- Composition lines





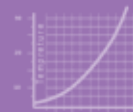
Focal point

- Size
- Placement
- Contrast
- **Composition**
- **lines**



fundamentals of visual communication

Structure + Hierarchy + Focal point



Color Contrast

Hue (local color,
pigment)



Saturation
(intensity of the
pigment)



Brightness
(lightness and
darkness)



Color Contrast

Hue (local color, pigment)

Saturation (intensity of the pigment)

Brightness (lightness and darkness)



Varied Brightness



Varied Hues

Same Saturation



High Contrast

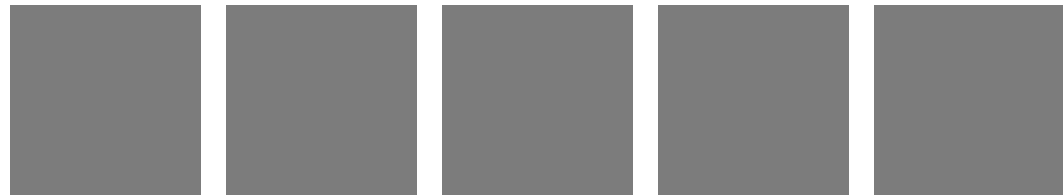


Low Contrast



Varied Hues

Same Saturation



Same Brightness

A

B

Color Contrast

Hue (local color, pigment)

Saturation
(intensity of the pigment)

Brightness
(lightness and darkness)



Same Brightness



Same Hue

Varied Saturation



High Contrast

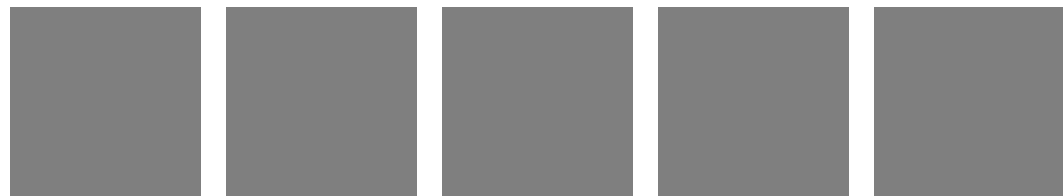


Low Contrast



Varied Hue

Same Saturation



Same Brightness

C

B

Color Contrast

Hue (local color, pigment)

Saturation (intensity of the pigment)

Brightness (lightness and darkness)



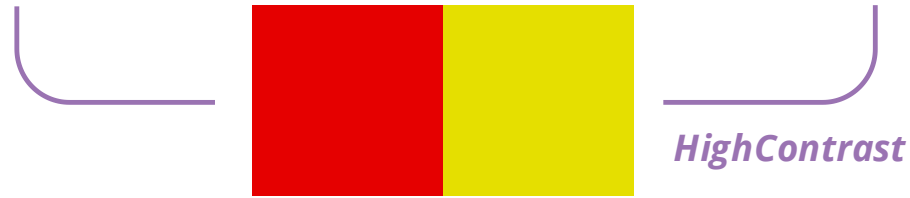
Same Brightness (light)



Varied Hue

Same Saturation

D



High Contrast



Low Contrast



Varied Hue

Same Saturation

B



Same Brightness (dark)

Digital

Light text on dark
background

Print

Dark text on light
background

user-friendly design
tools





working with designers



Design
brief



Content



Feedback
loop



Design Brief

- Main objective/message
- Target audience
- Criteria (standard, expectations, etc.). and parameters (technical, budget etc.)
- examples/sketches



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Content

- Optimized for design
- Proofread
- Approved



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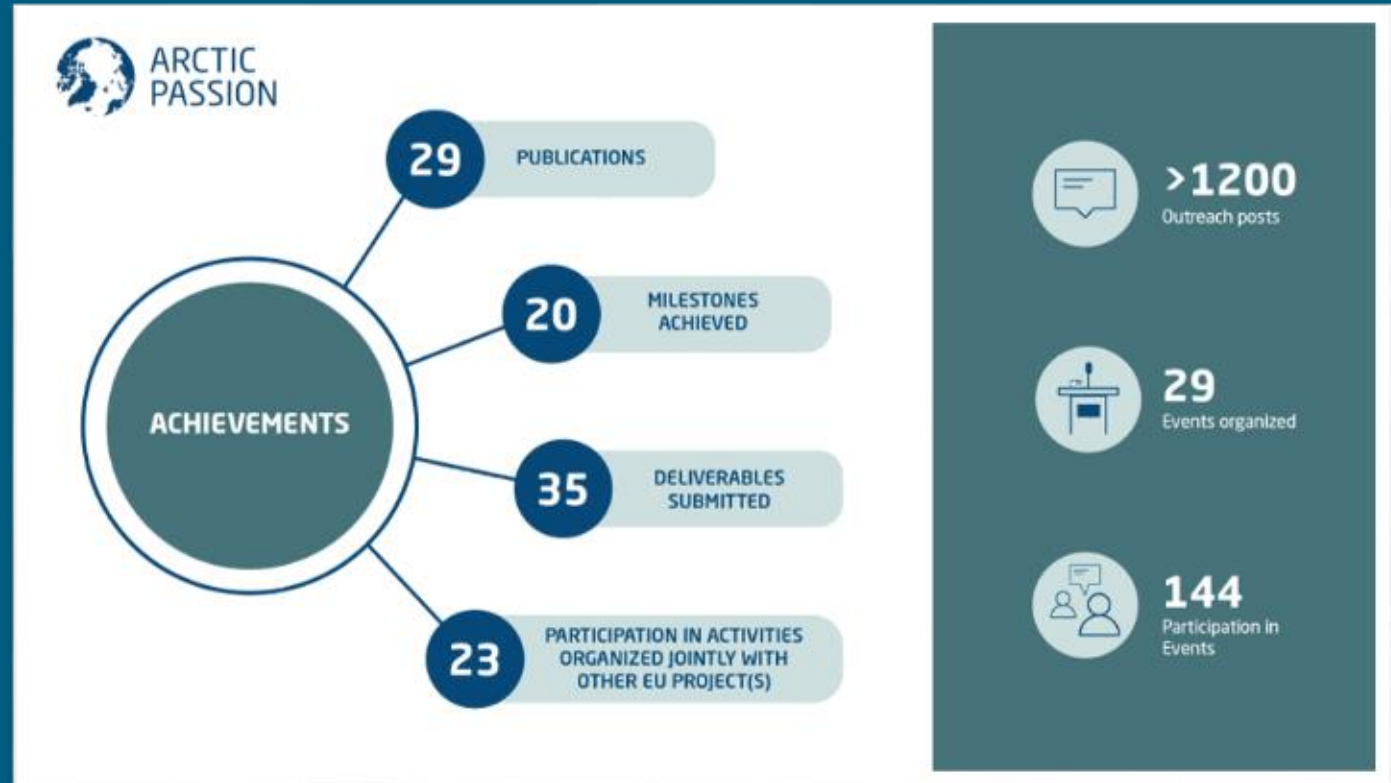
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Feedback loop

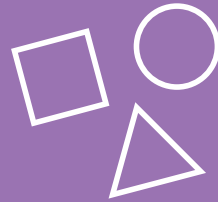
- Optimal number of people
- Set number of iterations
- Stay within the set criteria and parameters
- Objective vs. subjective comments



reflections



Visuals as tools for clarity, not
decoration



Simple is powerful



Collaboration improves when you
bring your own rough visual
thinking



Thank you!

Syed Hasan Abbas (GRID - Arendal)

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