

# SCIENCE COMMUNICATION & VISUALIZATION

Erin Ziegler

# *Visuals to invoke emotion and investment*

A good visual can also be used to help the audience see something in a new way.

Don't be afraid to make something cartoony for emphasis, especially for informal science communication.



Eye catching and engaging.

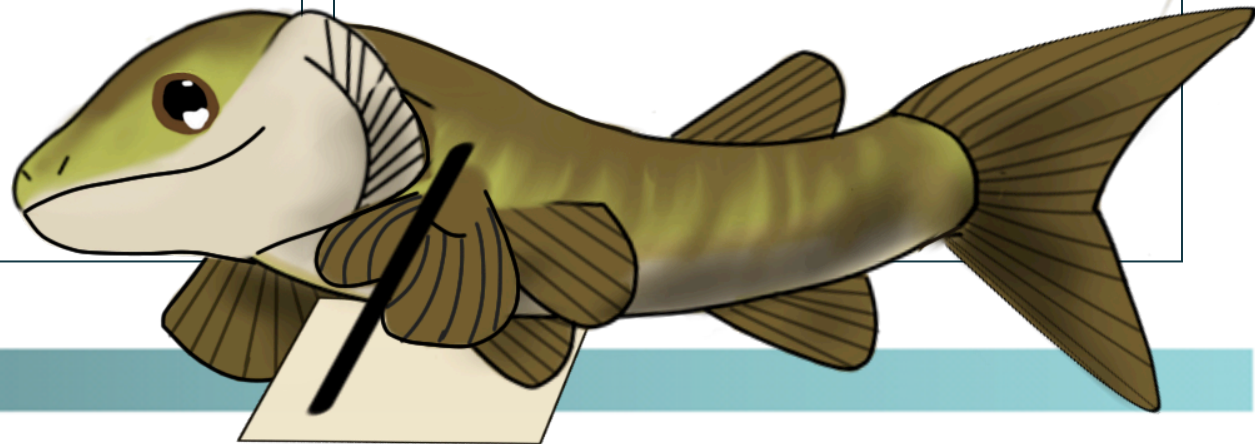


4C

# *What makes a good visual?*

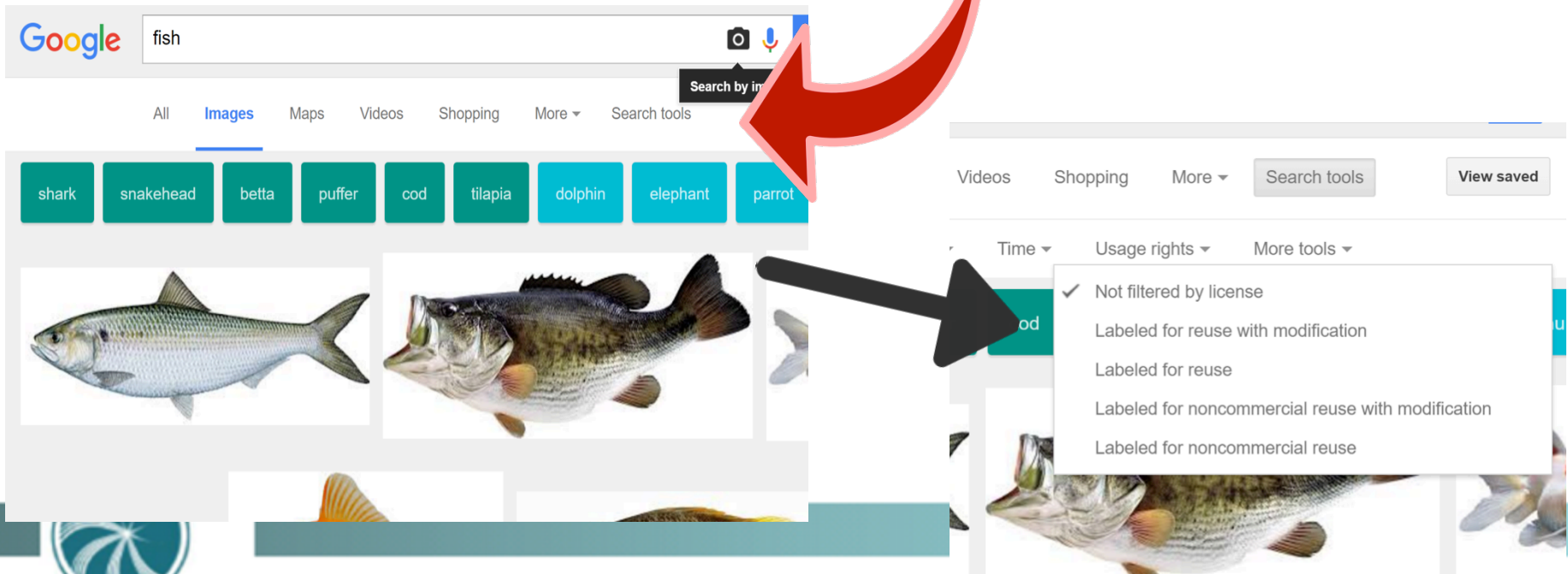
- Keep it simple
- Make it clear
- Symbols

- One idea at a time
- Good legend



# How to get visuals

- Create your own
- Find an artist or Photographer
- Find images online.



# Integration & Application Network



## Integration & Application Network

Communicate better. Empower change.

WORK WITH US

IAN PRESS

ECOCHECK

TOOLS

PROJECTS

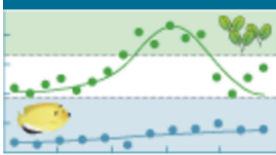
NEWS

LEARN

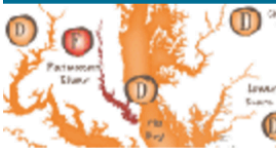
PEOPLE

CONTACT

### COMMUNICATION



### REPORT CARDS



### TRAINING



### IMAGE LIBRARY

### SYMBOL LIBRARIES

### ONLINE DIAGRAM CREATOR

### SYMBOL CREATION SERVICE

### THE LAND PERSPECTIVE:

Watershed health  
influences bay health

### THE BAYS PERSPECTIVE:



This booklet provides an overview of the current science and management issues in the Maryland Coastal Bays and their watersheds in 2016.

### NEWS

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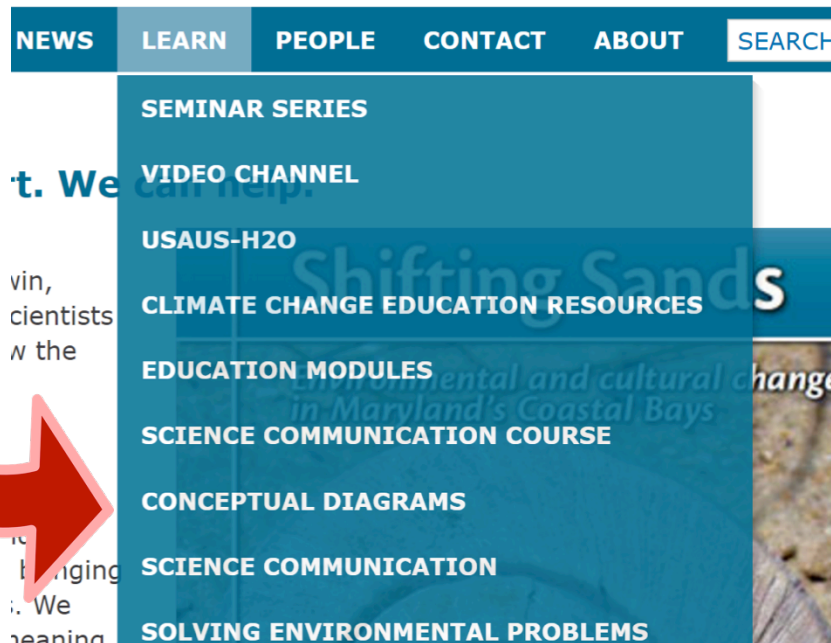
# Cool stuff on IAN

## Image and Photo Gallery

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## Learn more



The screenshot shows the IAN website's navigation menu. The 'LEARN' tab is highlighted in a darker blue, and a large red arrow points to it from the left. The menu items listed under 'LEARN' are: SEMINAR SERIES, VIDEO CHANNEL, USAUS-H2O, CLIMATE CHANGE EDUCATION RESOURCES, EDUCATION MODULES, SCIENCE COMMUNICATION COURSE, CONCEPTUAL DIAGRAMS, SCIENCE COMMUNICATION, and SOLVING ENVIRONMENTAL PROBLEMS. The background of the menu is a teal color with a faint image of a beach and the text 'Shifting Sands'.

- NEWS
- LEARN
- PEOPLE
- CONTACT
- ABOUT
- SEARCH

- SEMINAR SERIES
- VIDEO CHANNEL
- USAUS-H2O
- CLIMATE CHANGE EDUCATION RESOURCES
- EDUCATION MODULES
- SCIENCE COMMUNICATION COURSE
- CONCEPTUAL DIAGRAMS
- SCIENCE COMMUNICATION
- SOLVING ENVIRONMENTAL PROBLEMS

***Questions?***