Title: Graphic Communication of Scientific Research

Ghezzi S[1].

[1]Science Draw Graphic, Milan.

Keywords: Graphic Communication, Scientific Research Communication, Creative Research Methods.

I. Abstract Body (up to 250 words)

Science Communication includes public communication of science-related topic to non experts but even communication among scientists (4). The last one isn't restricted to national or international meetings; all scientists communicate science everyday speaking with colleagues, bosses, students, customers but even reading a paper or writing a poster. Difficulties typify each situation and graphic language is a resource to elevate and enhance the message efficacy. Making visualizations is, already, integral to scientific thinking, indeed scientists imagine new relations, test ideas, and elaborate knowledge through visual representations (1). Graphic communication increase attention, understanding, memorization and ability to make decision (3); it engage people into physical and emotional challengers (2). This is why, also for scientists is very useful to know graphic language; especially for biotechnologists who often have to explain non visible mechanisms or methods. Scientists already rely on diagrams, graphs, tables, videos, photographs, and other images to make discoveries, explain findings, and excite public interest (1). Ainsworth et al, in 2011on the journal Science, discussed drawing efficacy to enhance engagement, to learn to represent in science, to reason in science, to learn strategy and to communicate (1). More recently, Infographics (3) and Creative Research Methods (CRM) (2) are extensively investigated.

CRM consist of visual methods feature prominently in the group of items typified by workshops (e.g., renderings, maps, and collage making), although the variety of activities increases. Games, site visits, user-testing 3D models, mock-ups, prototype and scenarios are some of the types of participatory methods employed (2). I would like to speak about this underestimate and little know topic: discuss about its relevance; show an overview of graphic tools, their usefulness and applications field.

II. Image:



III. Reference:

1 Ainsworth S. et al. Drawing to Learn in Science. Science 2011; 333: 1096-1097.

2 Jellema P. et al. Researching and Designing Health Care Environments: A Systematized Review of Creative Research Methods. Qual Health Res. 2018 Aug 16. [Epub ahead of print]

3 McCrorie AD, et al. Infographics: Healthcare Communication for the Digital Age. Ulster Med J 2016;85(2):71-75.

4 Science communication -SAGE journals (http://journals.sagepub.com/home/scx).

IV. Biography:

Serena Ghezzi obtained Veterinary Biotechnology degree, at the University of Milan, at 24 years old and Biology degree at the same University, at 30 years old. She spent 10 years in different renowned research institute; having published 24 papers, 1 book chapter and more than 40 posters presentations at international meetings she starts the Scientific Graphic Consultant career. Founder of Science Draw Graphic in 2013, she is Scientific Graphic Consultant freelance and trainer of different graphic courses.

V. Presenting author details



Full Name: Serena Diana Ghezzi
e-mail: serena.ghezzi@sdg.science
Contact number: 4394322335
Linked In account: Serena Diana Ghezzi
web site: www.sdg.science
Session name/ number:
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