



Two-part seminar series on “Graphic design”
Prof. Benjamin J. Lear
The Pennsylvania State University

1st Seminar: Thursday, 18.01.2024, 13.30 – 16.00 pm

2nd Seminar: Monday, 22.01.2024, 13.30 – 16.30 pm

The CRC and department are pleased to announce a two-part seminar series focused on the presentation of scientific data. This topic is relevant for all practicing scientists. Whether you are preparing for a national seminar, or group meeting, improving the clarity and beauty of your presentation will improve the impact of your work. Everyone at all skill levels, experience, and familiarity with data and graphic design are welcome to attend.

The seminars will be delivered by Prof. Benjamin Lear (Department of Chemistry, The Pennsylvania State University). Prof. Lear has spent the last five years teaching a university-wide course on the design of data visualizations and delivering seminars on the design of presentations. Prof. Lear will present two seminars on these topics, each followed by a workshop, where again all are welcome.

First seminar “Foundations of graphic design”

The first seminar will be January 18th from 13:30—14:30, and will introduce the foundations of graphic design, and demonstrate how they can be leveraged to improve and clarify charts and plots of data. Topics will include understanding the functions of plots, the use of consistency, contrast, proximity, separation, and alignment, as well as how to understand, select, and use color. A workshop will follow the seminar, which will be a time for open-ended discussion. Prof. Lear will be happy to look at data visualizations and discuss strategies for their refinement. For those willing, these visualizations can also form the basis of group discussions. If you are willing, please come with a visualization you would like to work on or share. The discussion will continue until 16:00, or discussion is finished.

Second seminar “Design of presentations”

The second seminar will be January 22nd from 13:30—14:30, and will focus on how design principles can be brought to bear on the design of presentations (both slide decks and posters). The seminar will give a very brief review of the foundations of design, but will also explore concepts such as typography, the roll of text, story structure, composition, and armature. A workshop will follow the seminar, which will be a time for open-ended discussion. Prof. Lear will be happy to look at slides or posters and discuss strategies for their refinement. If you are willing, please come with a presentation you would like to work on or share. The discussion will continue until 16:30, or discussion is finished.