SWEDISH UNIVERSITY OF AGRICULTURAL SCIENCES

Department of Plant Biology

Syllabus

Present Your Science

4.0 Credits

Code: P000129

Finalized by: Research school Organism Biology, Mattias Thelander chair, 2025-02-03

Valid from: First half-year 2025 (2025-01-01)

Level within study regulation: Third cycle

Postgraduate subject

ÖVRI Other social science

Entry requirements

The course is primarily intended for PhD students within the SLU Graduate School Organism Biology but is open to all PhD students at SLU. Other SLU staff is welcomed if space allows. There are no formal entry requirements to take the course.

Examination formats

Pass / Fail. The requirements for passing are described in the course assessment criteria made available at the start of the course.

Objectives

The aim of the course is to help the participants develop their ability to communicate with visual storytelling, with a focus on images and animations for oral presentations.

On completion of the course, the student should be able to:
• Understand basic storytelling techniques.
• Tailor a presentation for any purpose, audience, and occasion.
• Describe and apply graphic design principles to create images and slides, optimized for perception.
• Apply visual storytelling and motion to create audience-adapted presentation slides that enhance attention to, and retention and recall of your presentation.
• Describe and apply the basic principles of effective data visuals and how to present results using motion design.
• Use software for creating and adapting images, and presentation slides.
• Describe how copyright works and be able to use visual material produced by others within the scope of copyright rules and regulations.

Content

Communicating your research process and findings is an essential skill for all scientists. A successful presentation requires a clear message that is well delivered. However, the complexity of science often requires more than just words to explain ideas, show processes, and convince other scientists of what you have discovered. This is where visuals play an important but often underestimated role. Combining theory and practice, this course consists of home assignments and lectures through which the student moves from beginner's to advanced level in visual rhetoric and the use of slide design software.
At the end of the course, students will have produced and delivered an oral presentation that describes their own research using engaging visuals, properly designed slides, (visual) storytelling, and motion design.
Students will also have practised analysing their own and others' work, and giving constructive feedback on, visualizations and animations in introduction slides, method slides and result slides.

Central themes in the course:
• Basic building blocks and principles of visual storytelling
• Science-based presentations
• Tailoring a presentation to a specific audience
• Storytelling techniques for scientific presentations
• Data visualization on presentation slides
• Visual thinking and basic graphic design
• Copyrights and ethics
• Motion design for perception
• Visual workflow-thinking