



Career Development for Information Hub Students

Week 5

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CONVINCING SPONSORS:

Constructing an Image in Their Mind's Eye





We will form teams of two later in class.

Sit next to someone you don't know and whose research is in a different area than yours.

You have a radical new idea that could be amazing research, but the concept is beyond most people's experience.

How can you transport your vision to your potential sponsors?

This session will explore ways to help your audience **visualize** your idea, really see it in their mind, allowing them to see the same potential that you do.

Effective Visual Communication

- Your visuals should have a clear purpose and audience.
- Choose the right type of visualization for your idea.
- Use text and labels to clarify, not clutter.
- Use **color** to highlight, differentiate, or compare.
- Keep it simple. **Less is more.**

CLEAR

CONCISE

CONNECTED

CONTEXT

COLOR

CREATIVE

Visual Aids

Examples of visual communication include:

- Videos and photos.
- Graphs, charts, infographics, and other types of data visualization.
- Typography.
- Maps (such as mind maps and content maps)
- Illustrations and graphic design.
- Slide decks and presentations.
- GIFs.
- Screen capture and recordings.



Example

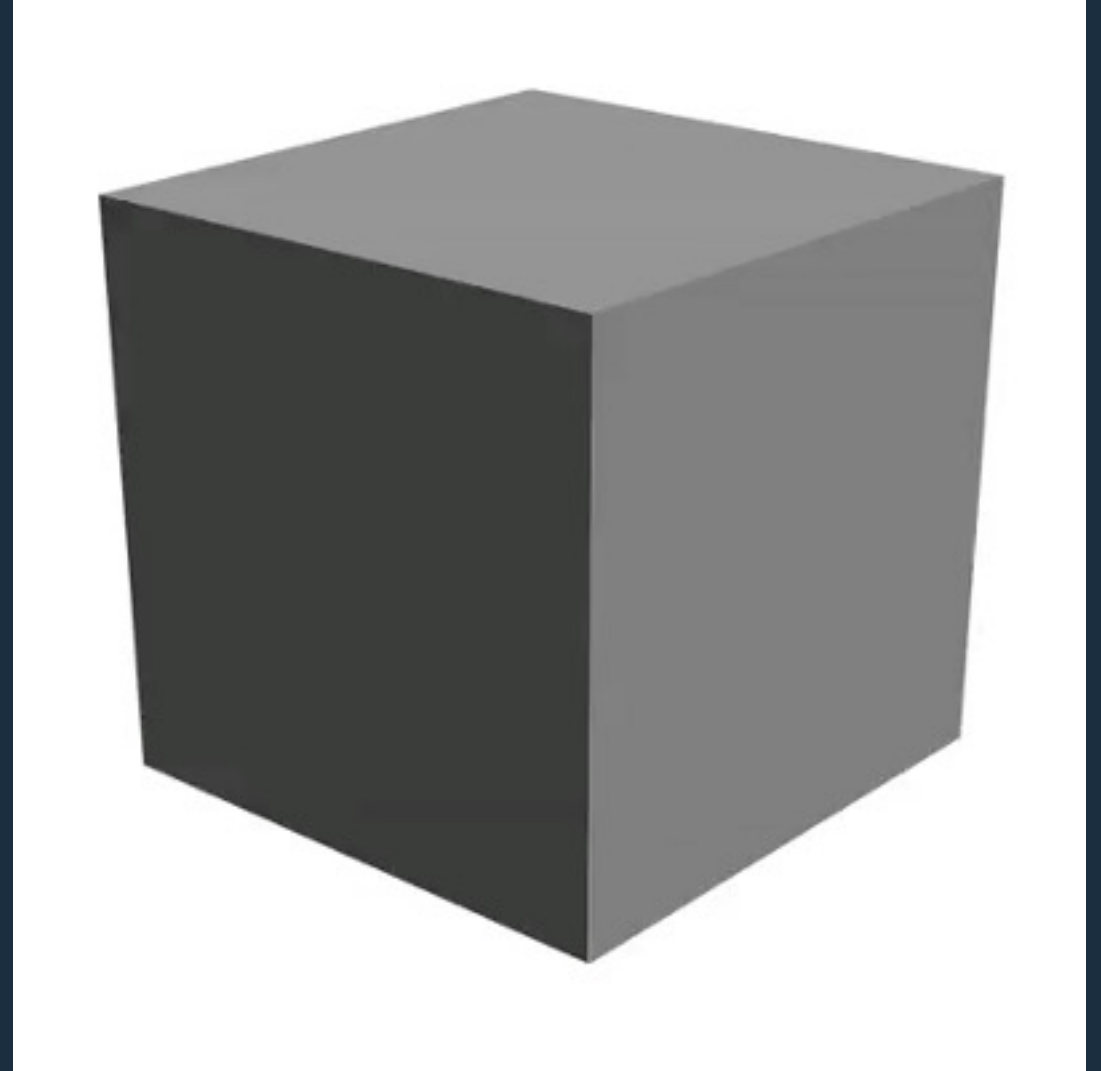
A cube is a three-dimensional object.

This is a representation of a cube.

But this is a two dimensional image.

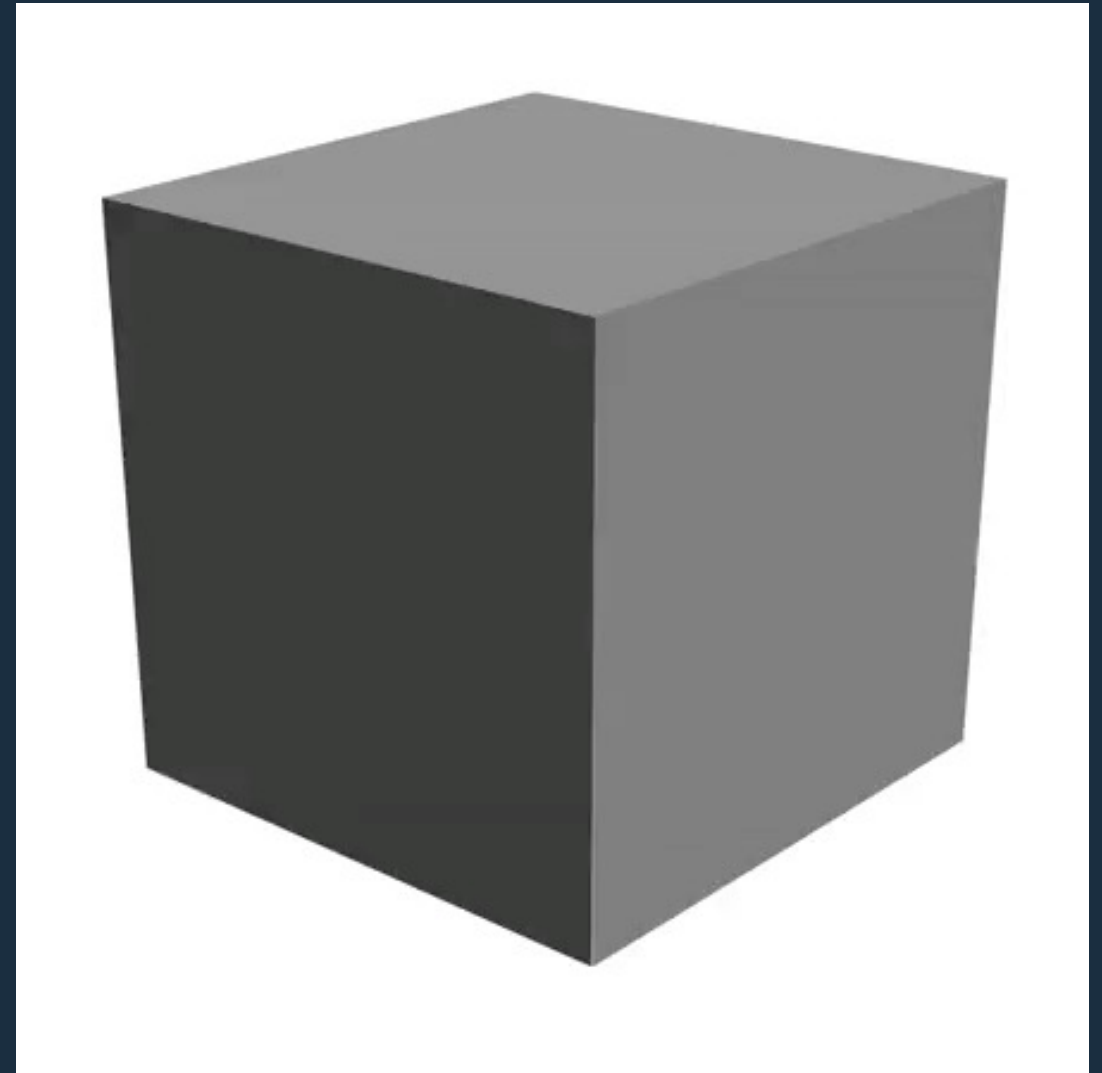
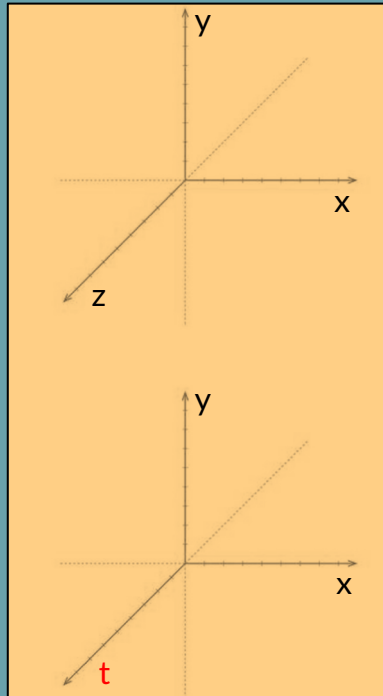
What aspects of the image make it appear three-dimensional?

How can we represent its three-dimensionality more effectively?



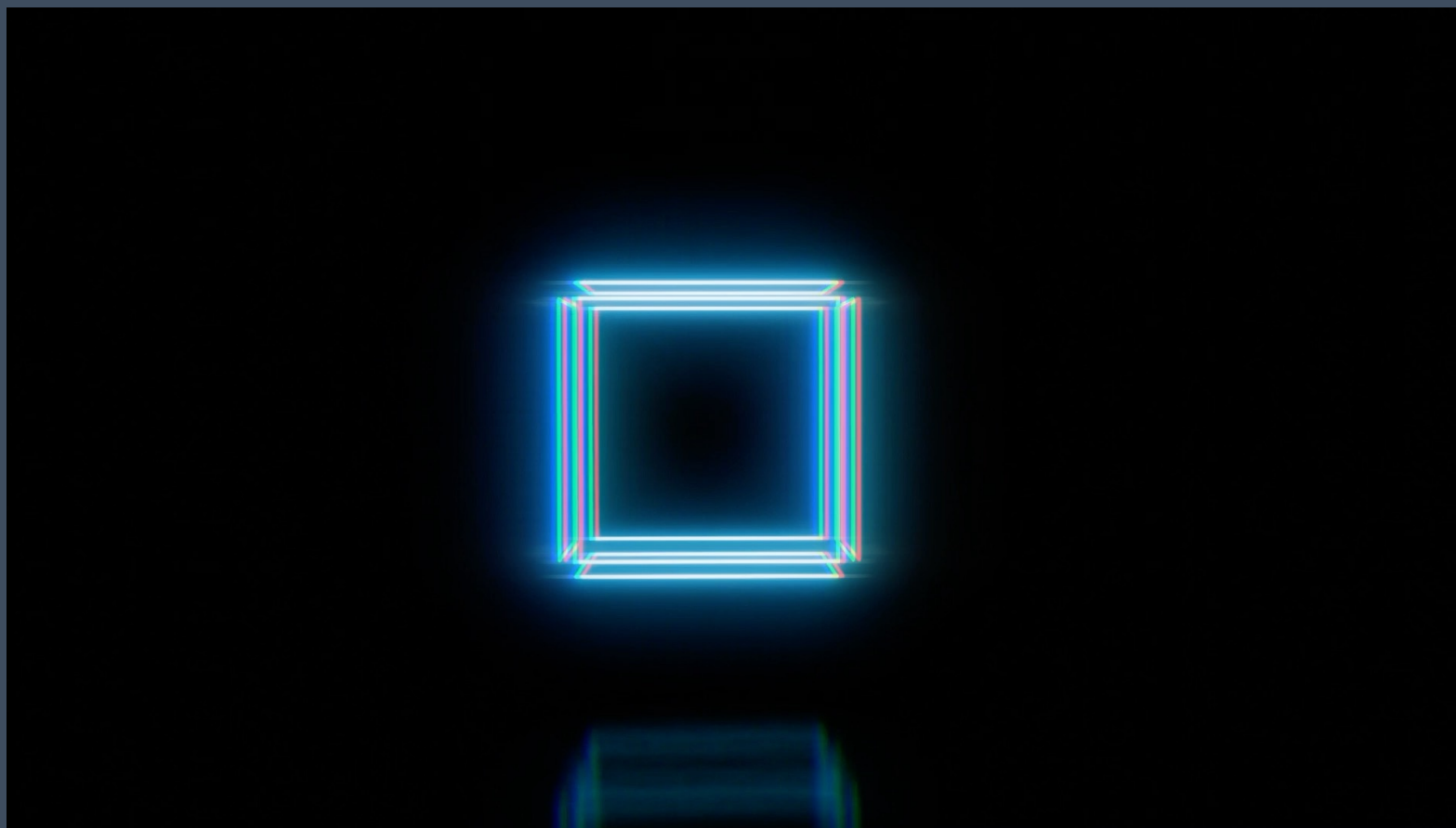
We need to add a dimension of time for a three dimensional representation –

a **third dimension** of information.

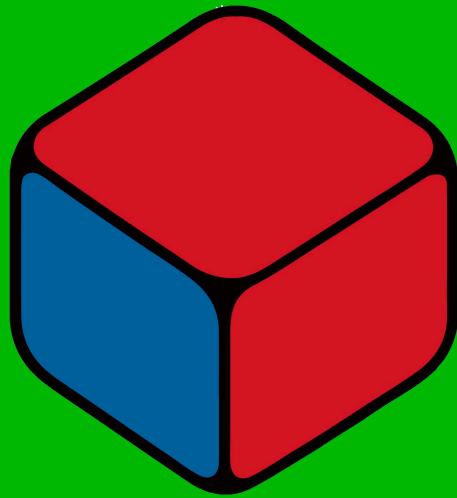


<https://lottiefiles.com/animation/rotating-cube-10919010>

What do you see? Describe this image.



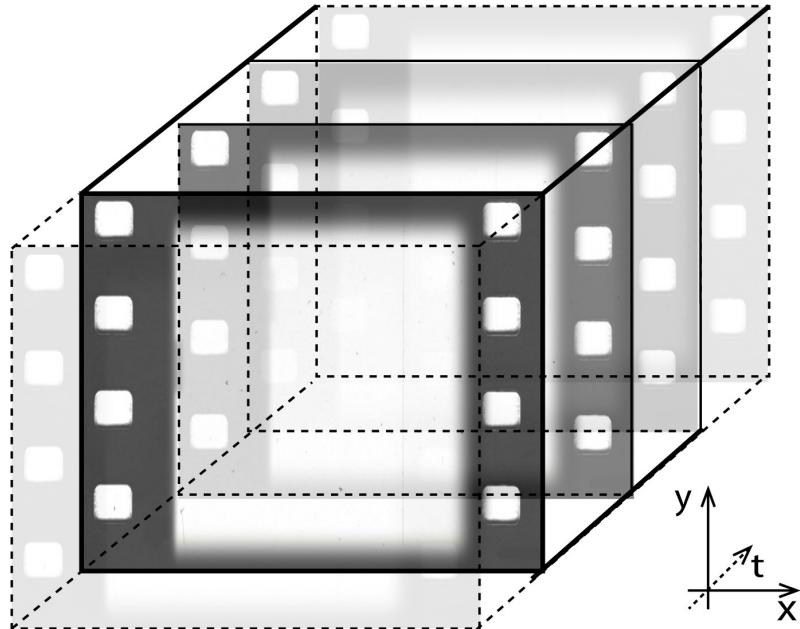
<https://www.vecteezy.com/video/55312128-3d-glowing-cube>



What do you see here?
Describe this image.

<https://www.vecteezy.com/video/54232463-green-screen-animated-3d-dice-icon>

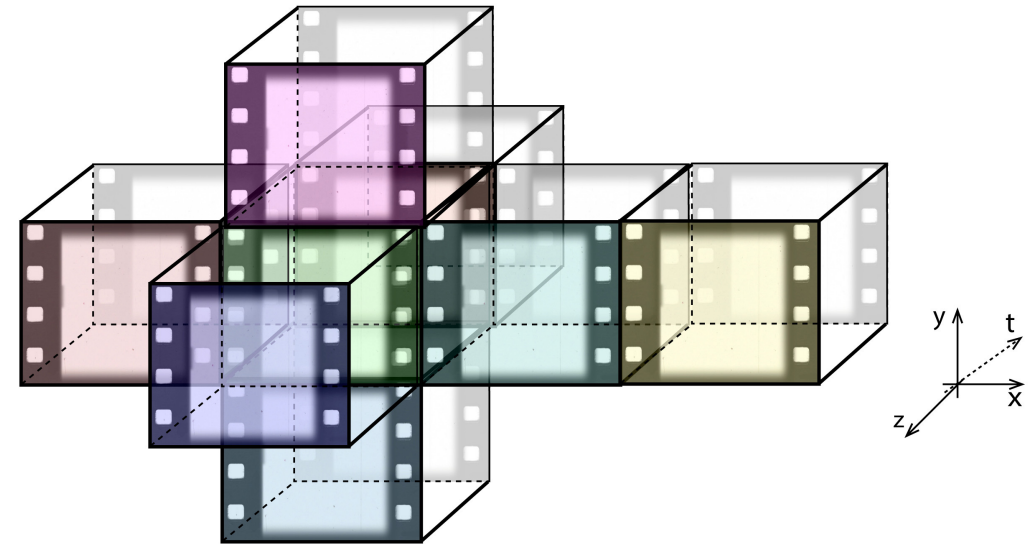
Example: 4D Cinema



Conventional Film: 3D space-time cuboid

Conventional Film: three dimensions (x,y,t)

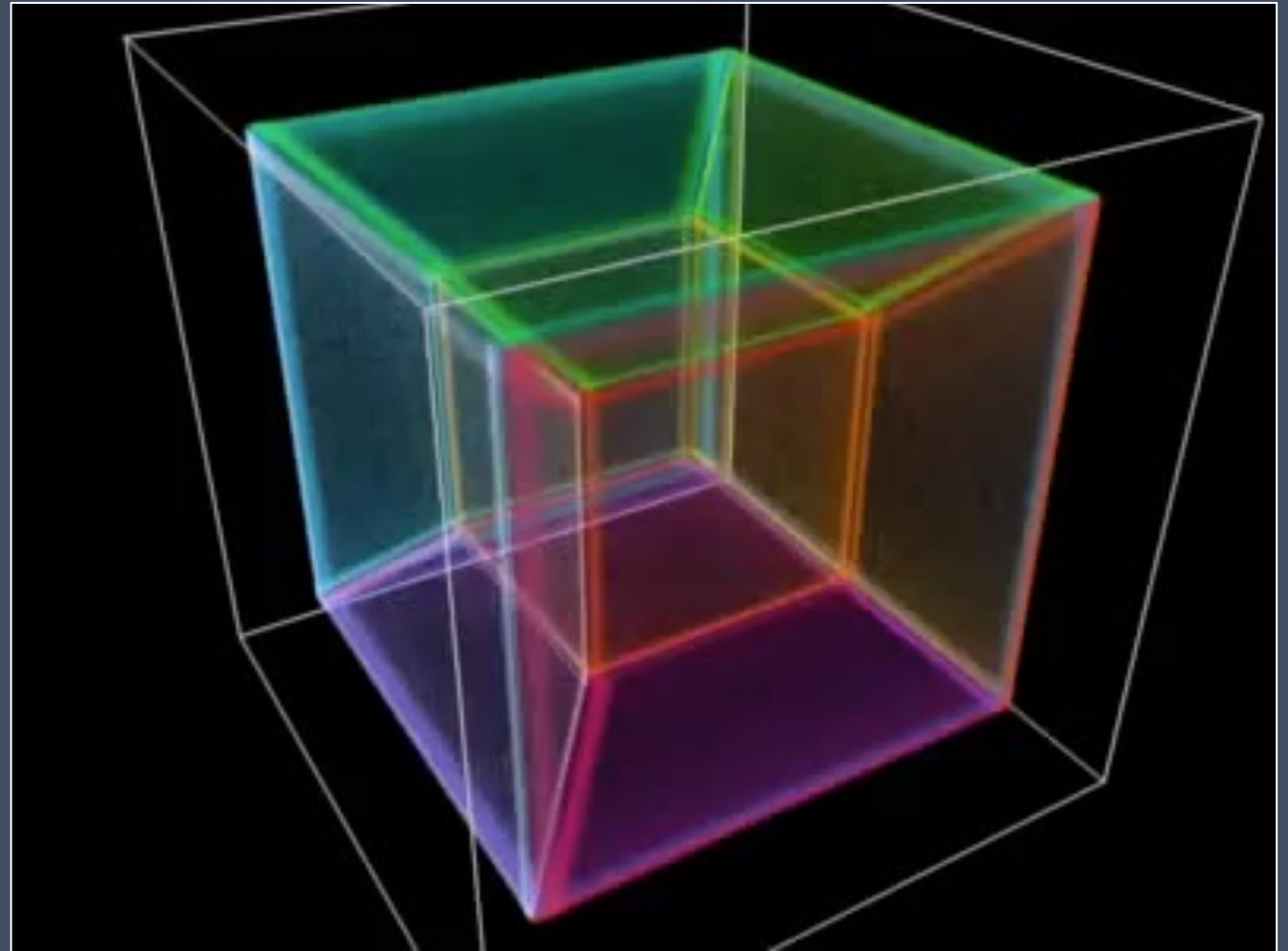
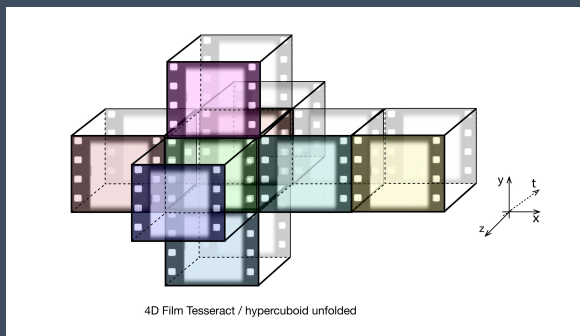
4D Cinema: four dimensions (x,y,z,t)



4D Film Tesseract / hypercuboid unfolded

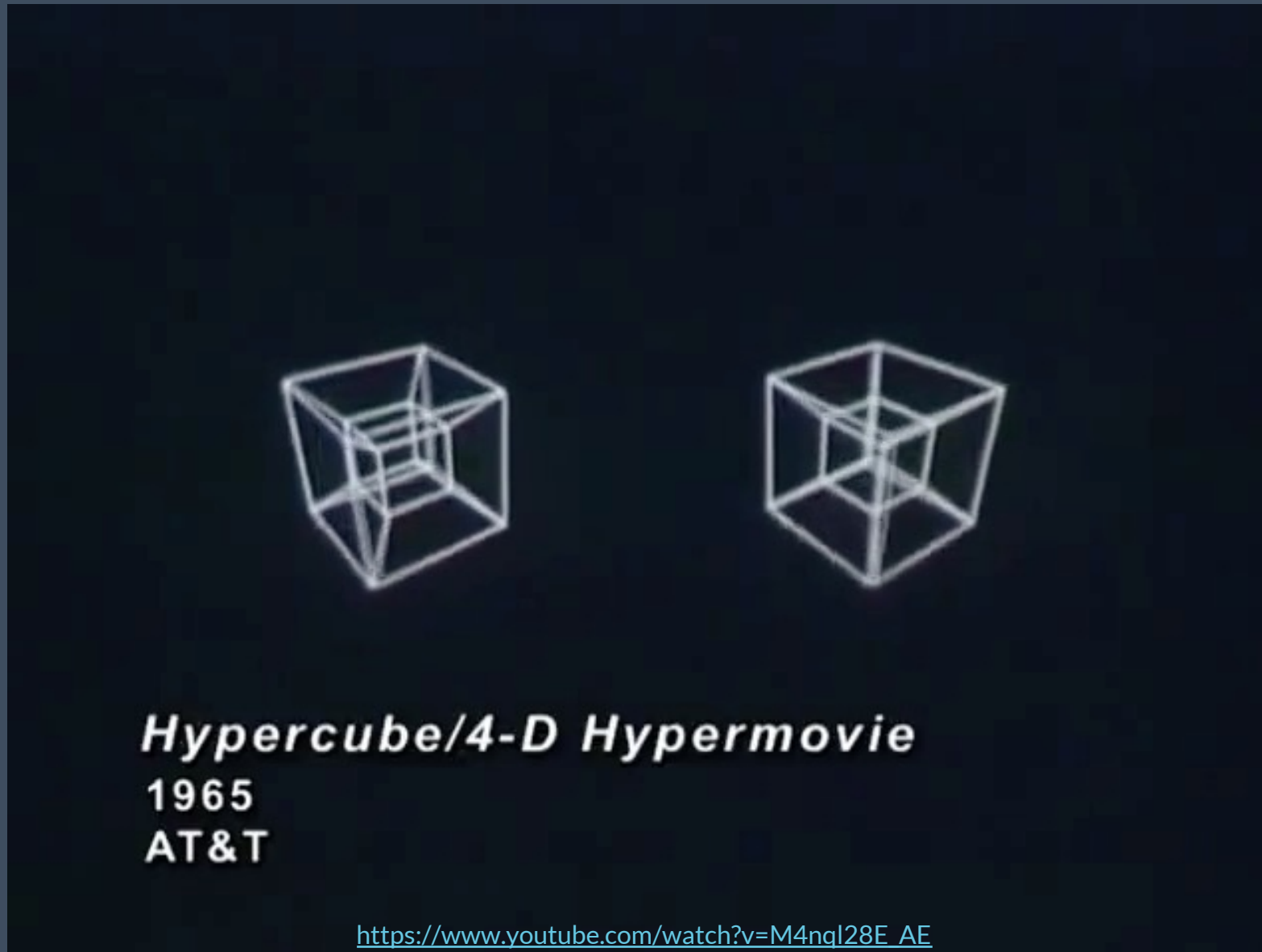
Color Tesseract – 6 Rotations

Better?



<https://www.youtube.com/watch?v=t-WyreE9Zkl>

Stereoscopic Hypercube: Michael Noll (1962)



This stereoscopic (3D)
animation presents four
dimensions of information:

(x, y, z, t)

Try free-viewing by
crossing your eyes.

Space via Time: The 3D Lenticular Image



<https://petapixel.com/2023/02/15/photographer-makes-real-life-gifs-via-lenticular-printing/>

Space via Motion (also Time): The Multiple Lenticular Image



We Are One. Nick Hall, 2017
<https://www.youtube.com/watch?v=3ukP89BrcM8>

In-Class Exercise

Sit next to a person who is not in your research group. The more different their expertise, the better.

Think about a concept that is special and essential to your research and how you can explain it.

If you do not have a research concept prepared for this exercise, you can also choose one of the following:

- Infinity
- Trust
- Time
- Paradox
- Complexity
- Ambiguity
- Uncertainty

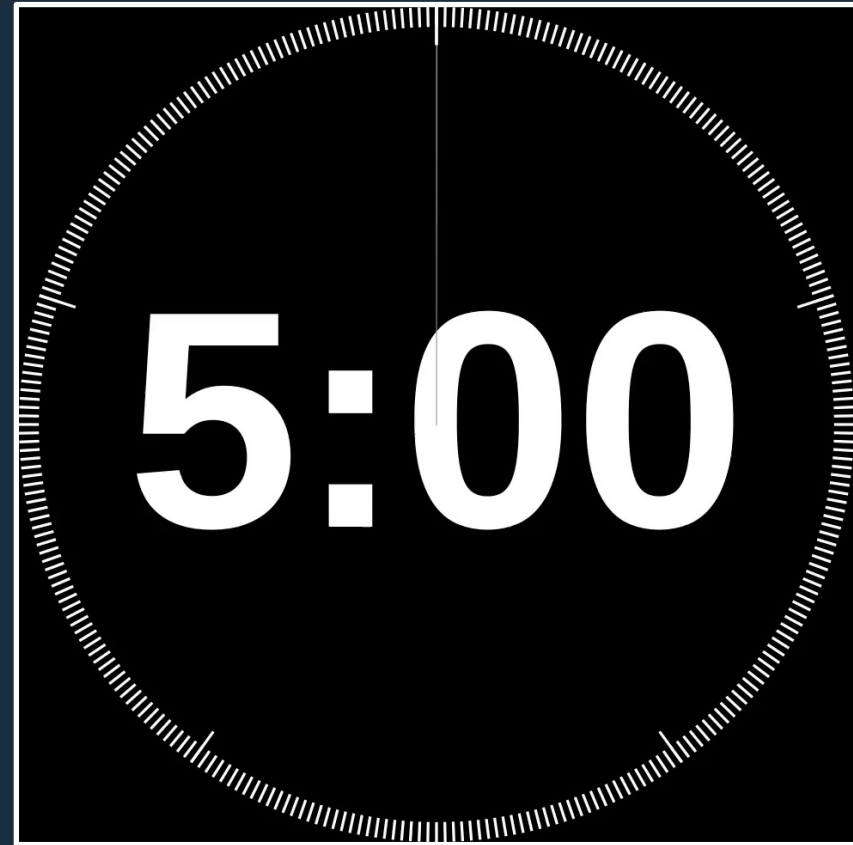
Frame your concept in terms relevant to your specialty and area of research.

CREATE A ONE-SLIDE PRESENTATION

- You may use any tools you'd like
- You have 5 minutes

- Your own concept
- Infinity
- Trust
- Time
- Paradox
- Complexity
- Ambiguity
- Uncertainty

Frame your concept in terms relevant to your specialty and area of research.



5 min

Person 1:

Present your idea to your partner

Person 2:

Take notes to give constructive feedback later.

5 min

Person 2:

Present your idea to your partner

Person 1:

Take notes to give constructive feedback later.





CONSTRUCTIVE FEEDBACK

“Homework”

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CONCISE

CONNECTED

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COLOR

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Take the opportunity to visit the poster competition on the 2nd floor (2E) after class.

- Walk through the posters and see which catch your interest.
- Which posters give you a basic overview without reading through the poster?
- What is working well on these posters?
- Why? Think about the design principles we discussed.
- What is not working well on others near to it?



ATTENDANCE

Thanks for Joining