Visual Design is a particularly effective aspect of science communication: Well-designed graphical elements and visualizations can help to bring across the core messages of papers, summarize complex research results in accessible and easily intelligible ways, and kindle the interest of a wider public. As a result, good visualization skills have become increasingly significant for researchers across all fields.

In order to address this development, the Excellence Strategy of Tübingen University has established the specialized field of Knowledge Design as a new section under the umbrella of the Presentation Research Center at the Department of General Rhetoric. Realized in the context of the overarching communication concept Sharing Knowledge, this section will target questions of visual science communication and support researchers in fostering their visualization skills.

To kick off our efforts in this respect, we have invited multimedia specialist and creative consultant Johanna Barnbeck to offer two online talks and one virtual workshop.

At the same time, the online talks will start a new lecture series that is dedicated to highlighting particularly creative and innovative subjects of science communication: the New Horizons Lectures.

**New Horizons Lectures (Online Talks)**

Johanna Barnbeck:
**Prinzipien visueller Wissenschaftskommunikation**
Monday, Nov. 23, 16:00-17:00 (in German)
Zoom Link: https://zoom.us/j/98472850638

Johanna Barnbeck:
**Artistic Research**
Monday, Nov. 30, 16:00-17:00 (in English)
Zoom Link: https://zoom.us/j/96227096924

**Online (two-day) Workshop**

Johanna Barnbeck:
**Visual Science Communication**
Tuesday, Dec. 1 + Wednesday, Dec. 2 (in English)

The talks are open for everyone interested. The workshop is especially targeted at postdocs, junior group leaders and junior professors (of all faculties) looking to improve their skills in visually communicating their research. Please email Michael Pelzer (michael.pelzer@uni-tuebingen.de) to register.

More information regarding the events and further details on our efforts in the context of the Sharing Knowledge concept will be communicated shortly. Please keep an eye on our website (https://uni-tuebingen.de/en/197740) for updates.

**Contact**

Department of General Rhetoric
Michael Pelzer
Presentation Research Center • Knowledge Design
michael.pelzer@uni-tuebingen.de