Ph.D course – Sci-Vi: visual science dissemination and communication

Date: November 15th-19th 2021,
Location: Aalborg University, Aalborg
Number of ECTS: 5 ECTS

Sci-Vi is an interdisciplinary and interinstitutional initiative seeking to explore and unfold science dissemination as a field, to improve science communication and focus on science productions through visualization and animation. The different activities strengthen the cooperation between scientists and visual storytellers, and investigates potentials and possibilities in a broad community.

Like the overall initiative, The Sci-Vi Ph.D course cultivates community, knowledge exchange, professional and academic matchmaking and will bring together researchers, animators and visual storytellers to develop own projects within the field and to learn from state-of-the-art case studies and ongoing research projects.
Course description for “Visual science dissemination and communication”:

The Ph.D. student will gain insight into theory, methods, and tools to communicate research visually to different target groups (including the archetypes of peer-to-peer, special interest groups, and the general public). The student will be introduced to the field of visual research dissemination, via visual storytelling, animation and interactive formats. The course offers a theoretical, methodological and practical introduction to visualizing and communicating one’s own field of research, both to peers and target audiences of non-peers. The course’s theoretical and methodological framework is interdisciplinary with perspectives from the visual industry practice, storytelling and didactic communication.

The TARGET GROUP of the course is Ph.D. students in both the humanities, social sciences and technical-natural science fields. As student, you will put your subject-professionalism into play through visual science communication.

TEACHING METHODS:
Lectures, hands-on workshop, match-making session and bridge-building between Ph.d students and professional visual storytellers, and presentation of production pitches.

After completing the course, the student will:
- be able to break down own research into different dissemination categories, targeted at different audiences
- know communication methods and pitfalls in the communication between the visual industry and researchers
- be able to organize and be part of the design of visual science communication productions
- have acquired competencies to take the role as the producer on own research dissemination
- be able to critically reflect on purpose and form, and the connection between these, on the visual research productions

Weekly schedule for the course:

DAY 1: Theory of visual science dissemination – What is visual science communication/dissemination?

DAY 2: Methods of science dissemination and visual (design) thinking - Which processes characterize visual science dissemination?

DAY 3: Part I - Storytelling: How do you communicate science through storytelling?
Outcome: visual storyboard from match-making-session with animators
Part II - The researcher as producer: How do you plan and produce visual science communication?

DAY 4: Individual preparation of pitch material

DAY 5: Pitch sessions.
Outcome: Storyboard, pipeline and budget for personal visual science dissemination project
Lecturers:

**Peter Vistisen**, PhD, is Associate professor of Design & Visualization at Aalborg University, at the Department of Communication & Psychology.

**Maja Horst**, Professor of Responsible Technology at the Technical University of Denmark and Professor of Science Communication at University of Copenhagen.

**Mie Buhl**, Professor of Visual Learning, Department of Communication & Psychology, Leader of Research Center Visual Studies and Learning Design (ViLD).

**Lars Rønnow Torp**, Senior media producer and executive of science and factual productions for television, film and digital platforms and former head of Science at the Danish National Broadcast Corporation (DR Viden).

**Sia Søndergaard**, Project manager and producer at The Animation Workshop / VIA University College at the department of Center for Animation, Visualization and Digital Storytelling. Head of Sci-Vi - Science Visualization and Animation.

**Uri Kranot**, Director, animator. Kranot is behind a number of award-winning animated shorts and VR projects, which he created with his partner, Michelle Kranot. The Kranot couple lead the ANIDOX programme, a development lab and creative platform for animated documentaries at The Animation Workshop in Viborg.
Ágota Végső, Hungarian animated film director, illustrator, and producer. Since 2014 production manager and producer leading a collaboration between The Animation Workshop and TED-ed.


Henrik Malmgreen, CEO & Animation Director at Goodjobstudio.

Naomi Dayan, Senior Executive Advisor, Science Communication and PhD coordinator at The Novo Nordisk Foundation Center for Stem Cell Biology (DanStem).

Abigail Laura Jackson, Assistant professor at The Novo Nordisk Foundation Center for Stem Cell Biology (DanStem), PhD in Developmental Biology (2008-2012) Kings College London, UK.
The Ph.D course is a collaboration between:

**Aalborg University**, Communication and Psychology’s Center for Interaktive Digitale Medier & Oplevelsesdesign (InDiMedia), Research Center Visual Studies and Learning Design (ViLD).

**The Animation Workshop, VIA University College** - Center for Animation, Visualization and Digital Storytelling/Sci-Vi program.

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AND WATCH A SHORT SCIVI TEASER:

https://youtu.be/WJ-bEEpi1Vs