

## SUMMING UP

WEEK 5:  
PRESENTING YOUR  
WORK



# MAKING SCIENCE AND ENGINEERING PICTURES

## A PRACTICAL GUIDE TO PRESENTING YOUR WORK

### Designing Graphics

- Simplify, clarify. Create empty space. Remove arrowheads. Stick to lower case text.
- Align labels horizontally and vertically. In composite figures, align images to a grid.

### Time and Scale

- To show change over time, use serial images along with or instead of animation.
- Fresh, familiar objects can convey scale. Position scale bars as part of the composition.

### Cover Submissions

- Note a publication's design and layout - orientation, framing, logo placement. Your image should compliment the look.
- Consider the design roles of text and line art. Use them to enhance photographic work.
- Is the science important? Create great images to support great science.

### Image Enhancements

- Always ask: How far can I go to enhance this image? What are the rules?
- The data must not be changed.
- Choices in background, orientation, scale, color, and other decisions must not misrepresent reality.
- You must clearly describe what you have done to enhance or alter an image.
- Individual journals and publications will have their own guidelines.
- Cover images used as illustration or art may be subject to more flexible enhancement permissions.
- Figure images are strictly reviewed concerning retouching and even removing visual artifacts like cracks and dust.

### Speaking to the Public

- Help the public distinguish between fact and opinion. Engage them in important decisions through compelling images.
- Consider visual vocabulary to avoid confusion, cross cultures and communicate important ideas.
- Visual metaphors can convey complexity - number systems, energy states, self-assembly - with familiar, beautiful examples.
- Incorporate images of science in your day-to-day communications.

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Resource: Making Science and Engineering Pictures: A Practical Guide to Presenting Your Work  
Felice Frankel

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