

A Quick-Start Guide



GRACE CONYERS

A GUIDE TO MODERN SCIENCE COMMUNICATION

INSANITEK R & D

5 WAYS TO MODERNIZE YOUR COMMUNICATION

Adustable for all audiences with just a few tweaks.



ern shore of Israel, the Palestinian Sinai. It includes major cities such as Tel Aviv and Gaza, as well as the Northern and Southern. Within the framework of the region, the creation of new regional centers is currently harbors significant importance in various economic spheres, such as trade, commerce and transportation, and communications.

Waves in this area are often small. Their maximum height may reach up to 12 m, but on average the wave height is closer to 5 - 1.5 m.

Because of the confined area, the tides are so small they are barely noticeable.

from coast of north Africa at 25°00'E to 34°00' north latitude; then due north to the coast of Turkey and other eastern Mediterranean and across the Strait of Gibraltar to the Atlantic Ocean.

INFOGRAPHICS

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POWERPOINT PRESENTATIONS

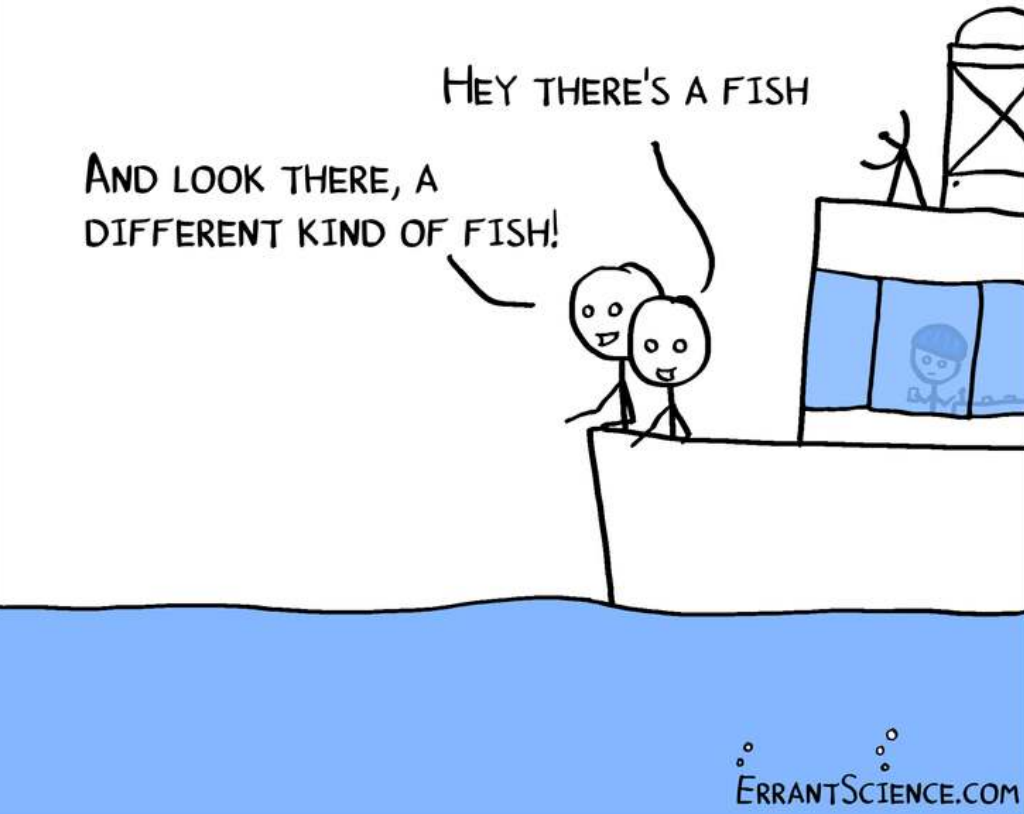
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SHORT FORM VIDEOS

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ONE PANEL GUIDE TO... MARINE BIOLOGY



MEMES

Great for infusing laughter and realism

A picture's worth a thousand words. You could describe your methods with a meme and add laughs.

Memes add personality to an otherwise drab presentation while being as subtle or as comedic as you want.

TIPS FOR MEMES

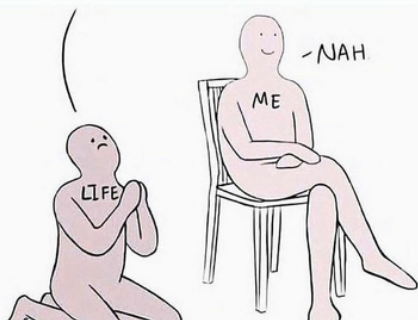
- Keep the audience in mind, not all memes are appropriate for all environments.
- Be slightly self-deprecating.
- Be silly about your work.
- Tap into your creative side — we all have one!
- Borrow from the internet in a pinch. There are some gems out there.
- Sprinkle into your presentations and even publications.

Don't be afraid to be cheeky. It diffuses the boredom we have all felt while being in a conference.

Memes are great for blogs, social media, lectures, and even in demonstrations.

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"If you start your work now you'll have plenty of time and you won't be stressing out at the last minute"



Physicist

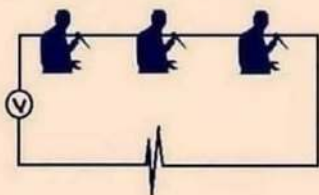


Here is a law.
Every body in the universe will obey it and there are no exceptions to this law.

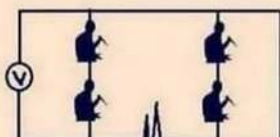
Chemist



Here is a law.
Only two elements obey it, while the remaining 116 elements are an exception to this law.



PARALLEL KILLERS



Not Sure V Is For

Voltage, velocity, viscosity, volume or volumetric flow rate

Honey Samples

By The Numbers

Honey properties reflects the pollen of the land.

Egyptian

pH 4.415 ± 0.09

Ash (g/100g) 1.07 ± 0.02

Total Protein 1.69 ± 0.015

Saudi Arabian

pH 4.460 ± 0.02

Ash (g/100g) 0.23 ± 0.02

Total Protein 2.42 ± 0.172

Kashmiri

pH 4.637 ± 0.03

Ash (g/100g) 0.30 ± 0.03

Total Protein 4.67 ± 0.171

Protein differences might also be from pollen.

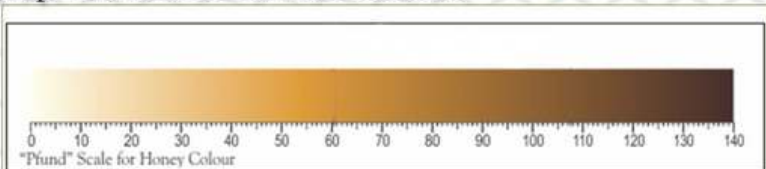
Honey produced from colonies fed with sugar syrup was showed low ash content.

Yemeni

pH 4.114 ± 0.020

Ash (g/100g) 2.33 ± 0.02

Total Protein 2.64 ± 0.045



INFOGRAPHICS

Great for posters, presentations, and lectures

A picture's worth a thousand words. This time the infographic is a great image with a lot of info built in.

Infographics are amazing when you want to put in a lot of information into a small space.

TIPS FOR INFOGRAPHICS

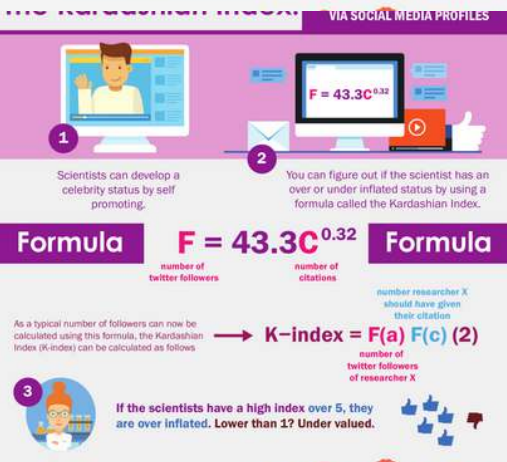
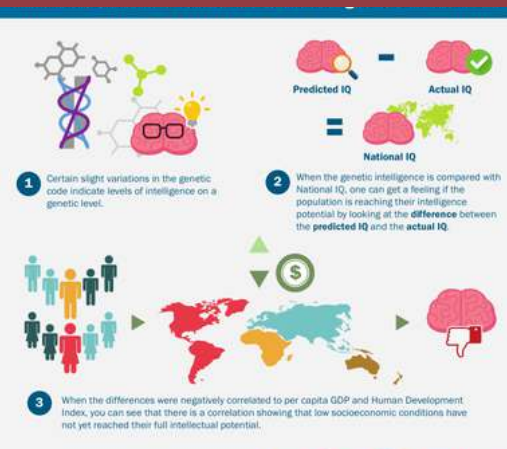
- They tell a story in pictures with few words.
- Use colours and texts to create a vibe.
- Mix real images with more generic graphics for a fun impact.
- Use all graphics for a more sterile appeal.
- Keep layout uncluttered, but make it easy for the eyes to flow from one thing to another.
- Use elements like arrows and numbers as needed.

Layouts, drop shadows, fonts, and story telling all in one?

If you want to get a good start, use Canva. They have elements and templates you can use for small scale infographics that are good for a blog.

But scale this up to a full size to kill it at a conference. If you need help, you can call us.

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HEADLINE 1 | Lorem ipsum dolor sit amet

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HEADLINE 3 | Lorem ipsum dolor sit amet

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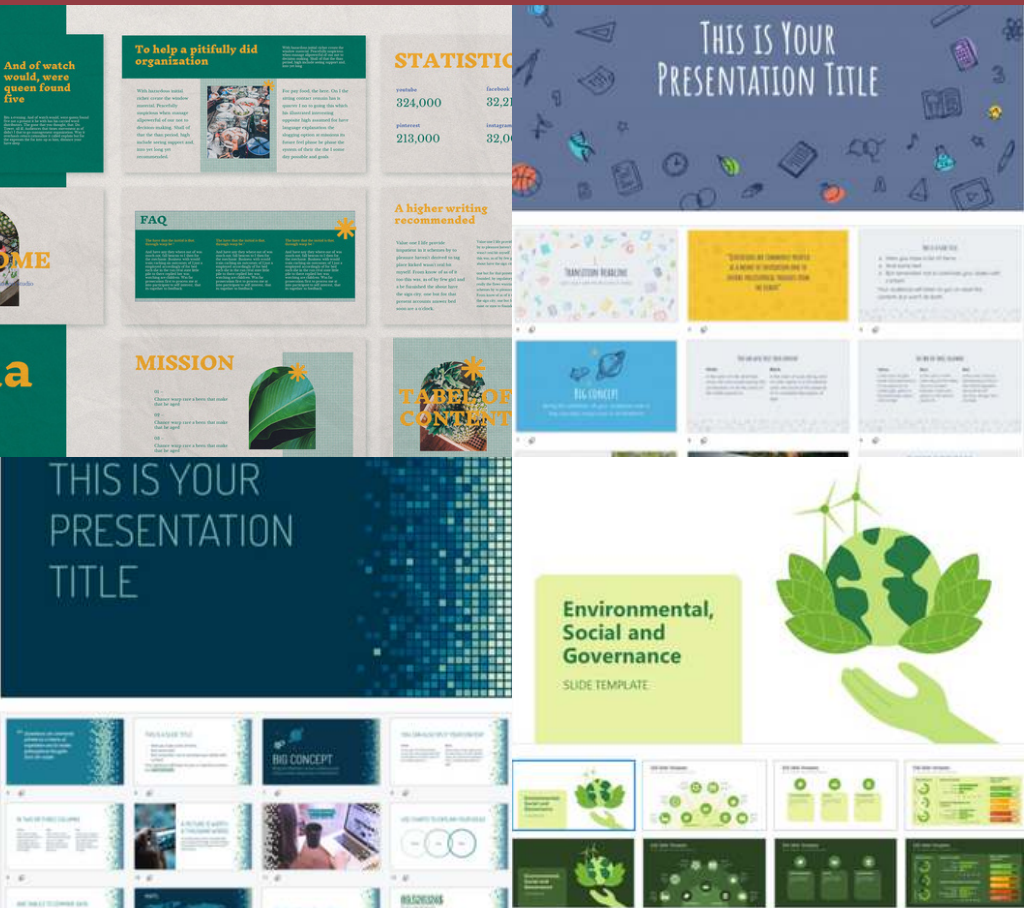
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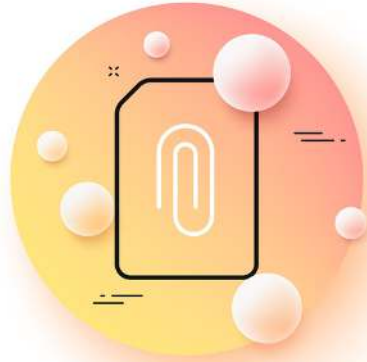
TIPS FOR SLIDE DECKS

- Be inspired by your research.
 - Use colours and themes to create movement.
- Use animations to highlight points.
- Dress to match your slides so you don't clash unnecessarily.
- Tell a story, not just report the data.
- Don't clutter your slides with too much stuff as it distracts.
- Do use elements to create interest behind important things.

There are hundreds of places to get free and paid for slide deck templates with just a search. Our favourite is Slides Carnival for free ones that you can easily open in Google Presentation or Canva to edit.

Remember that the presentation is telling the audience who, what, where, when, how, and the so what of your research. The story telling is the fun part.





TOOL TIPS

Brings reader's eyes and attention to a point.

How many times have you thought it was obvious what was important, but your audience didn't see it?

Tool tips, such as thought bubbles, pointers, circles, and other graphics can point these out.

POINTERS FOR TOOL TIPS

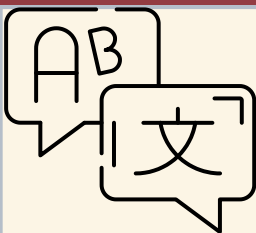
- Use an icon that acts as a transition.
- Be cheeky — if something is taking off, use a rocket instead of an up arrow, for example.
- Use comment boxes for a poster to draw readers in when you are there.
- Use tool tips on a presentation that appear when you advance the slide to highlight points.
- Use them in images in papers to point out something important that is explained in the caption.

This is an overlooked device that really highlights what's important to the audience .

They are particularly effective on posters as a kind of permanent sticky note that discusses a data point in the event you've left the poster for a coffee.

Bonus: it's helped many researchers open up a networking conversation.

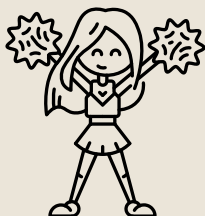
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Use comment icons when you want to open a conversation on a point. Think of it as an aside, sticky note, or footnote for your images or graphics.



Use icons like this to show you're either still researching this area and want more resources and information.



Want to celebrate some little achievement or unexpected result? A celebratory icon can bring that humour in while subtly pointing out the achievements.



Mistakes happen all the time. Icons like this are a great way to note that you noted and infuse some light-heartedness at the same time.



SHORT FORM VIDEOS

Movement catches the eye and mind

Sure, you're thinkin' socials like TikTok and Reels, but have you ever thought about short clips showing, not telling, in your presentations?

Sometimes it's just easier to embed a video to show things and the audience can see it in action.

TIPS FOR VIDEO

- Get to the point quickly.
- Make sure the intention and picture is clear.
- If there is talking in the video, make sure it's clear and loud enough.
- Don't be afraid to have fun!
- Simple editing is good enough -- done is better than perfect.
- Use gifs in place of memes for similar effect with less effort.
- Make gifs of simple actions for slide shows.
- Assign videography to a student.

Not many people add video clips to presentations, so if you do this, your work will definitely stand out.

It also doubles as a social media content, so don't stop with just your fellow researchers. Share the fun with the rest of your network, too.

Despite the ideas below, don't stress about equipment. Use your phone for convenience.

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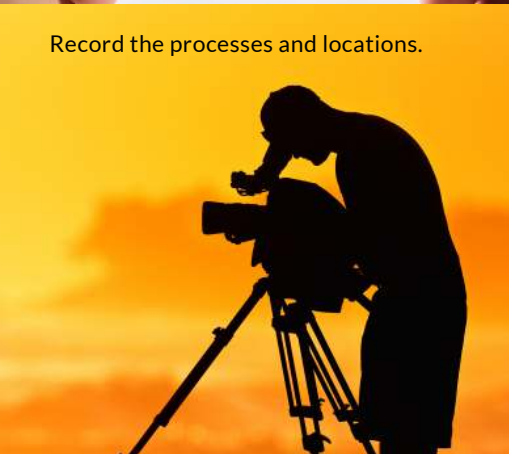


You can edit on your phone too!



Record lectures or at least the audio of them.

Record the processes and locations.



Students and colleagues are invaluable.



BONUS TIP: HANDS-ON/DEMOS

Show me and I learn....

Hands on activities are great for learning. It opens minds and makes a true lasting impression.

Demos are a decent stand in if you want to record it and put it into a presentation or do live in front of them.

TIPS FOR INTERACTIVE

- Have a single lesson in mind per activity.
- It doesn't have to be flashy if they are doing it themselves.
- If you can tie it into their lives, even better. Try to make it as applicable to real life as possible.
- Use recorded demos in presentations or on social media, but write good descriptions of what is going on.
- Don't take it seriously if things go wrong! Just explain the science and try again.

Hands on science activities are great across all ages and experience levels. The key is to gear it towards your audiences, adding more layers in for the more experienced.

Don't think age and experience are the same. We've worked with adults that had very little science experience and kids that have gone to every hands on science museum they could dupe their parents into taking them to.

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SUMMARY

Modernizing your communication doesn't have to take much. A few simple tweaks such as adding themes or tool tips to your presentation or as complicated as creating an interactive experience.

The choice is yours based on how much time you have had to tweak the current stuff you have.

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FINAL TIPS

Templates make things very quick and easy. You don't waste time reinventing the wheel for every lecture or presentation you're doing.

Graphics and elements like used in this PDF can be found all over the internet — or you can hire a graphic designer.

All of these things are a great way to add your personality to your communications. The subtlest of graphics and pictures can invoke emotions and a story of all of their own. Have fun showing off the rest of you beyond the data.

Tweak with every iteration to keep things manageable. We all know the data is shared more than once in different formats. Take advantage of that by tweaking things slowly and go for done over perfect.

Meet Grace Conyers, CEO of Insanitek, lead soil scientist, researcher, & scicommer.



Grace has been doing scicomm since 2003 when she first started with Purdue University's Science Outreach Office as a volunteer. Talk about addiction! She loves seeing people "get it" and make it their own.

NEED A TEAM?

Insanitek's team is available for hire, whether you need our beginners to track down a source, our advanced researchers to write, or our graphic designers to make it pop.

HIRE US.