



Basic Approach to

SCIENTIFIC ILLUSTRATION



WHAT IS YOUR MESSAGE?

What are the most important findings or concepts you want to communicate?

WHO IS YOUR AUDIENCE?

For scientific community? Be aware of journal guidelines before you start! For lay audience? Be aware of jargon!



WHAT ARE YOUR TOOLS?

Free:

- Microsoft PowerPoint, Excel
- Dia Diagram Editor
- Inkscape
- Canva

Subscription:

- Adobe Suite (Illustrator, Photoshop)
- Microsoft Expression Design
- Corel Draw

EFFECTIVE COMMUNICATION

Experiment with layout, colour, shape, space and labelling.
Simplify whenever possible.

