


# ONLINE SUMMER COURSE

## LSC 350: Visualizing Science and Technology

Offered online in Summer 2021 (May 24 - June 27)



Do you wonder how science and technologies have been visually represented? Are you curious about how to create stunning visuals that reveal the meaning and beauty of science? Come join us in this five-week asynchronous online course and find your own answers!

This course is open to UW-Madison students of all levels and interested professionals.

**FOR CURRENT STUDENTS:** You will learn visual communication theories and apply them in critiquing science visualizations via reflective quizzes/exams and writings.

**FOR PROFESSIONALS:** You will learn evidence-based strategies that enhance the design and integrity of any visual representation of science.

This course teaches you to:

- Understand the basic theoretical, practical, and ethical principles of visual communication.
- Apply the learned principles to critique science visualizations of various formats.
- Evaluate science visualizations' effects on emotions, attitudes, and behaviors.
- Recommend evidence-based strategies that enhance the design and integrity of science visualizations.

**INSTRUCTOR:**

Shiyu Yang

Department of Life Sciences Communication  
lifescicomm@cals.wisc.edu



Life Sciences Communication  
UNIVERSITY OF WISCONSIN-MADISON