
Ci

COMPOUND INTEREST

CHEMUNICATE

GRAPHICAL CHEMISTRY COMMUNICATION

# WHY COMMUNICATE CHEMISTRY VISUALLY?

## IMAGES VS. TEXT: REACH AND ENGAGEMENT

# DOS AND DON’TS

- Use images and diagrams to supplement text as much as possible.

- Resist the temptation to use as many typefaces as possible.

- Any text should ideally be large enough to be read easily without enlarging the image.

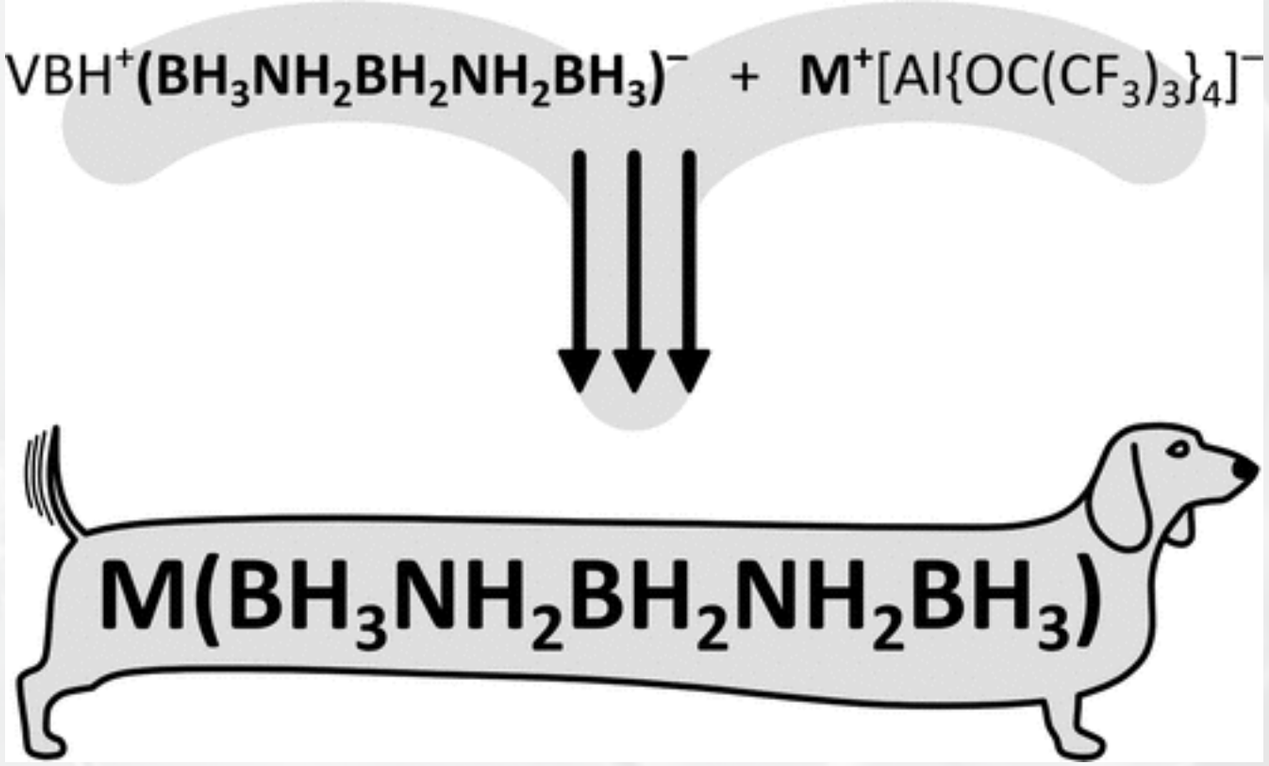
# DOS AND DON’TS

- Use sensible dimensions. No-one likes scrolling forever to read an infographic.

- Space out elements of the graphic – ensure it isn’t too cramped.

- Use colour to draw attention, but don’t turn it into a colour vomit.

# WHY COMMUNICATE CHEMISTRY VISUALLY?



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DOI: 10.1039/C4CP06124A

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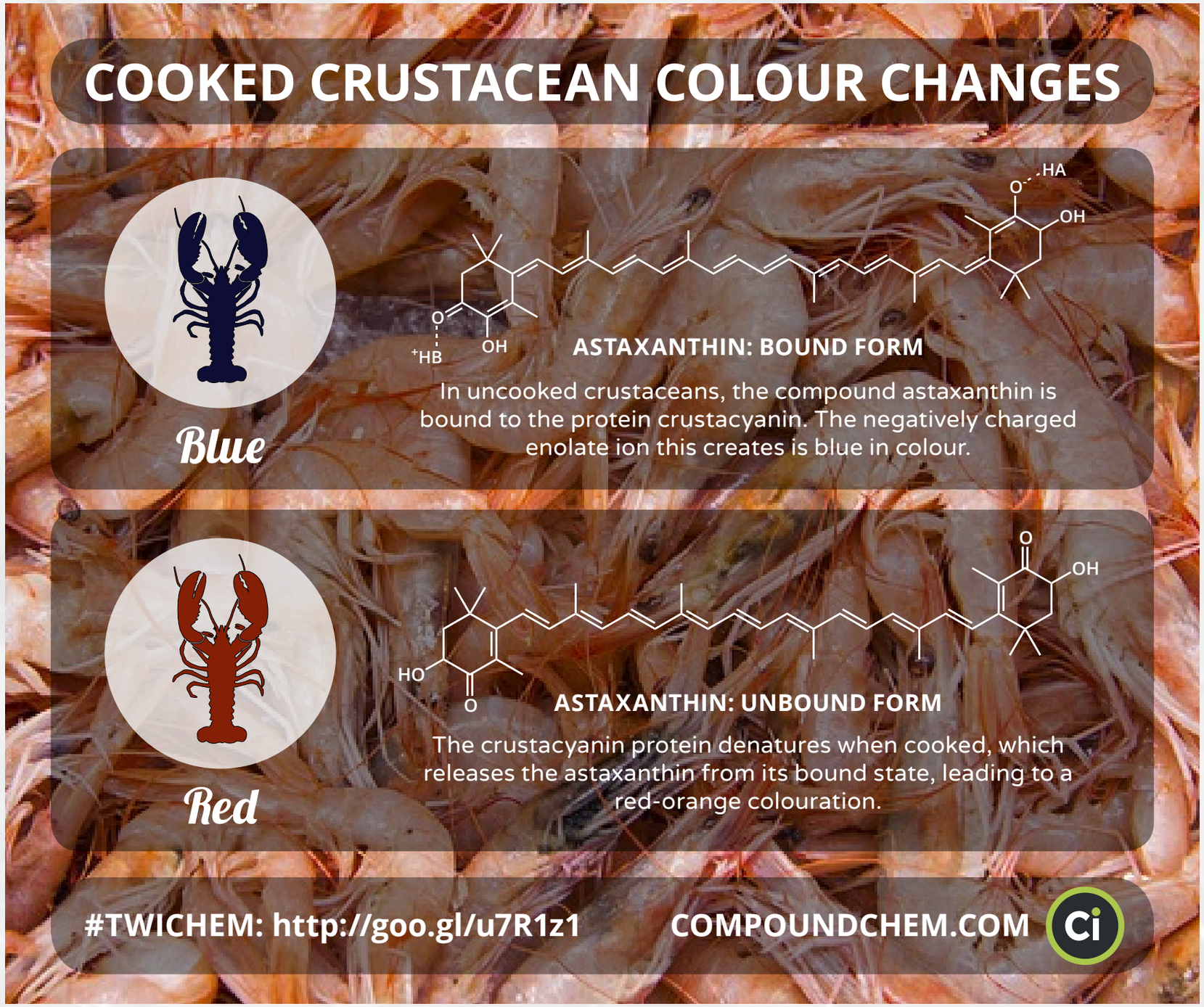

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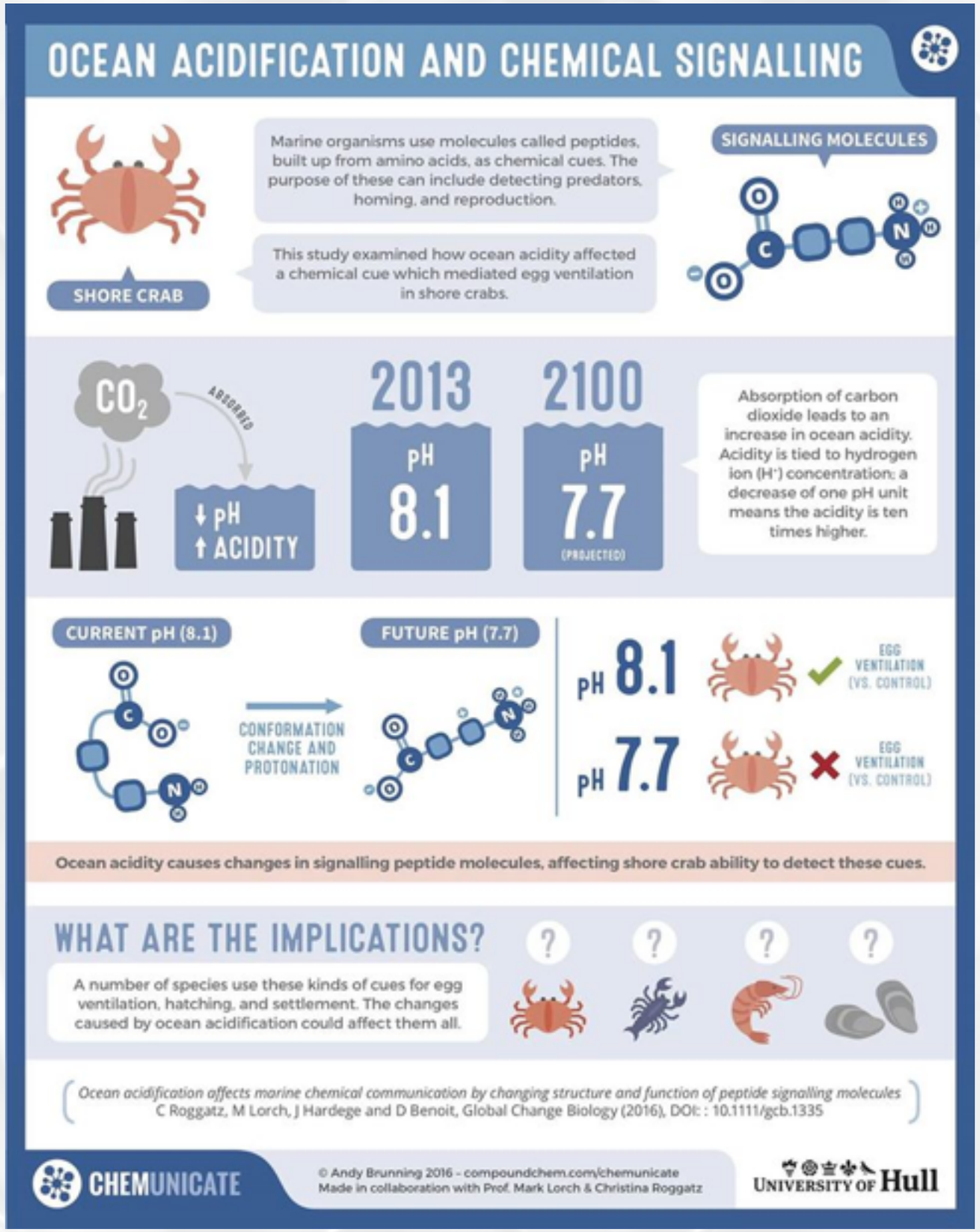

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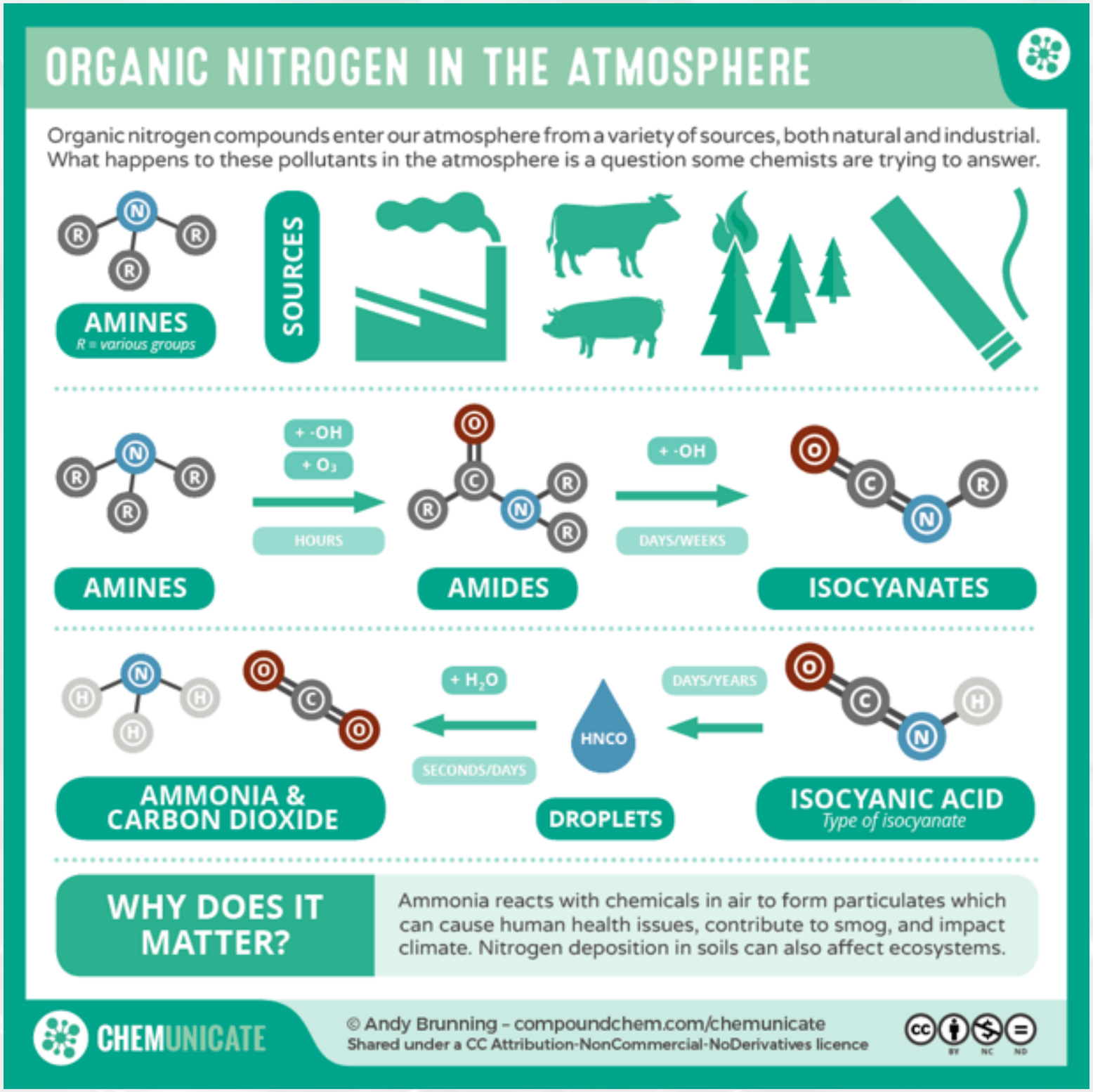

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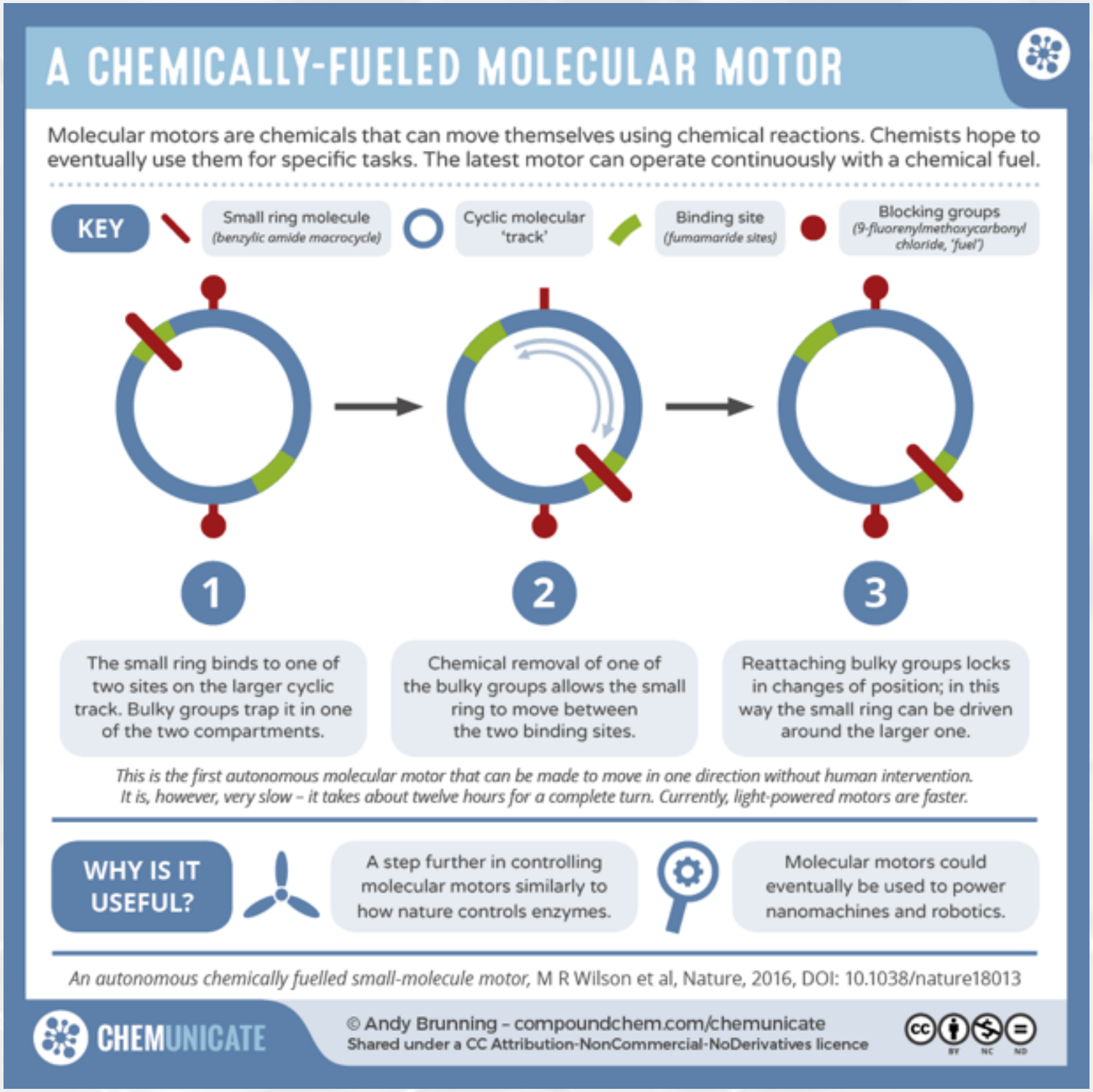

# WHICH RESOURCES ARE YOU AWARE OF?

pixabay

PublicDomainPictures.net

The Noun Project

WIKIMEDIA COMMONS

flickr

# WHICH RESOURCES ARE YOU AWARE OF?

FONT SQUIRREL
100% Free For Commercial Use.

Creative MARKET

# WHICH RESOURCES ARE YOU AWARE OF?

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VENNGAGE

Piktochart

Canva

# KEY TAKE-AWAYS

- Consider the use of simple infographics to help communicate chemistry topics or research.
- Make use of free resources online to help produce visual communications – you don’t have to be an expert designer to make engaging images!
- Avoid over-complication – keep communication as jargon-free as possible, and don’t over-crowd the design. Images and text should be able to be seen relatively easily on social media sites.

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