

Science for the Easily-Distracted

Mita Chabeli P. Pangan, Bonifacio Art Foundation Inc. (*The Mind Museum*), Philippines

With social media greatly changing the way information is consumed, communicating science has become both an easier and a “make-or-break” task. The way science is presented and disseminated to a world that has gone online and driven by imagery is just as crucial as the research itself. This parallel session intends to help participants conquer the challenge of making science content stand out among a million others by introducing scientist-friendly techniques in making visuals. Participants will learn tips on how to create their own compelling images using readily-available resources. Take-aways from this session should guide and increase the chance of effectively getting science concepts across multiple generations online. No prior design skills needed.