

The next generation scientific poster

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The classical scientific poster does often not offer enough space for the sheer complexity of the contents – texts, pictures, graphs and tables – used to convey scientific research today, causing an inability to communicate contents and statements concisely. The classical poster also lacks an appropriate possibility for continuous updates which are necessary in order to include newer research results and to do justice to today's constant changes of information. The interactive poster is a new method of presenting scientific topics in an attractive way, offering the user an easier access to the contents and a clearly improved possibility of comprehension. The illustrated topics are supposed to function self-explanatory and long-lasting which means that the viewer can decide on the depth and duration of the information process.

The focus of the poster is on marine geology: seaquakes, submarine landslides and the tsunamis caused by them do not only pose an immediate danger. They have the potential to influence us on a long-term and global scale, as the examples of Sumatra 2004 and Japan 2011 have shown. The digital poster depicts causes, mechanisms and effects of such slides and explains typical situations which can cause underwater landslides. With the help of the poster the researchers want to explain the processes behind the bigger landslides and depict the most important factors which lead to instable slopes and as a consequence to submarine landslides. The research of "Dangerous Ocean" is one of eleven research fields of the Cluster of Excellence "The Future Ocean".

The Science Communication Lab (www.SCICOM-LAB.com) specializes in providing innovative visual communication specifically for the sciences and for complex, explanation-intensive subjects. The innovation of The Science Communication Lab is that it combines classical disciplines of science communication such as journalism and public outreach activities with advanced design and visualization skills. Numerous high-profile awards such as the German Design Award 2016 confirm this. As a laboratory The Science Communication Lab sees itself as a research-based and experimental institution that develops new and innovative forms of representation to meet the increasing demand of visualizations of abstract topics or complex product developments. The Science Communication Lab is a spin-off of Muthesius Academy of Fine Arts and Design in Kiel. For the past decade, the academy is a member of the cluster of excellence "The Future Ocean" in Kiel (futureocean.org). In close cooperation with the Public Outreach department the Muthesius Academy developed exhibitions, lecture performances and various online platforms for the marine science cluster.

Reference

<http://www.scicom-lab.com/portfolio-items/next-generation-scientific-poster/>