

Evolving Visualizations for Evolving Health - The Kiel Science Communication Network (KSCN)

Initiative: Wissenschaftskommunikation hoch drei

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Laufzeit: 5 Jahre

The consortium of the Kiel Science Communication Network (KSCN) aims to establish a nationally and internationally visible center for institutionalized and research-based visual science communication. The consortium, which combines health sciences, medicine, media and information design, as well as science communication research and practice, focuses on science communication on human health in the context of modern societies. In a first step, the consortium wants to analyse existing information visualizations and determine the needs of (potential) users. Afterwards, informative and aesthetically appealing information visualizations will be designed collaboratively and the underlying effect mechanisms will be investigated. Interested parties from the public will be involved in the design process through participatory formats such as interactive exhibitions, collaborative design workshops and pop-up events in vacant stores in downtown Kiel. The Seeburg, centrally located in Kiel, serves as a permanent shared creative and meeting space. The analysis of the design processes makes it possible to understand how to create innovative, technically correct and aesthetically appealing designs that are closely aligned with the needs of different groups. Findings, concepts and models will be made available to the scientific (communication) community in the form of publications and transfer events as well as practical recommendations (toolbox). These different processes are implemented in cooperation with practical partners such as Spektrum der Wissenschaft, NDR, and the city of Kiel.

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