

# PRODUCING HIGH-IMPACT VISUAL RESOURCES FOR ET

- **Some examples of visual resources:**

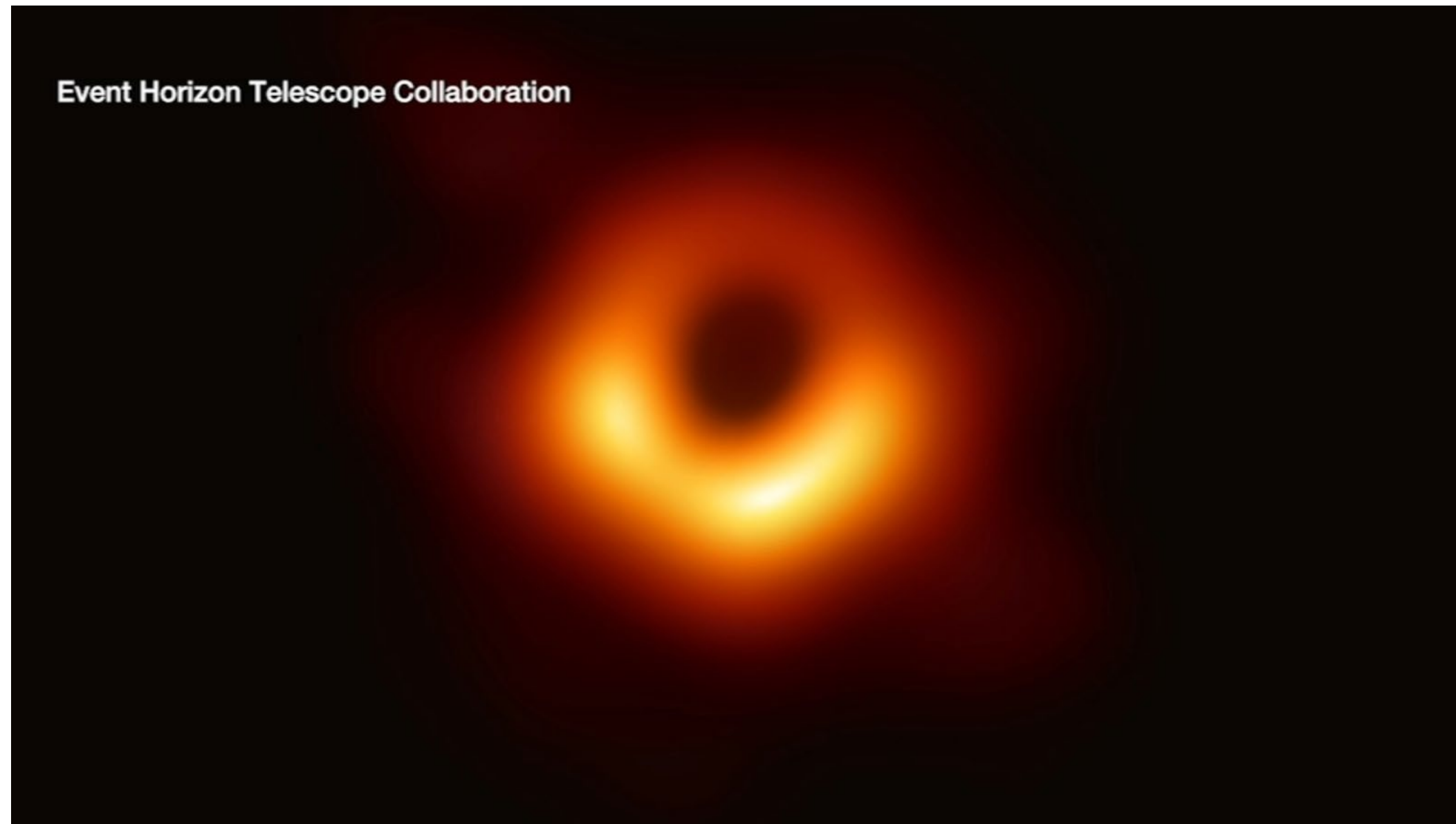
Images, videos, animations, graphics, scientific simulations, diagrams

- **What do we mean by high-impact?**

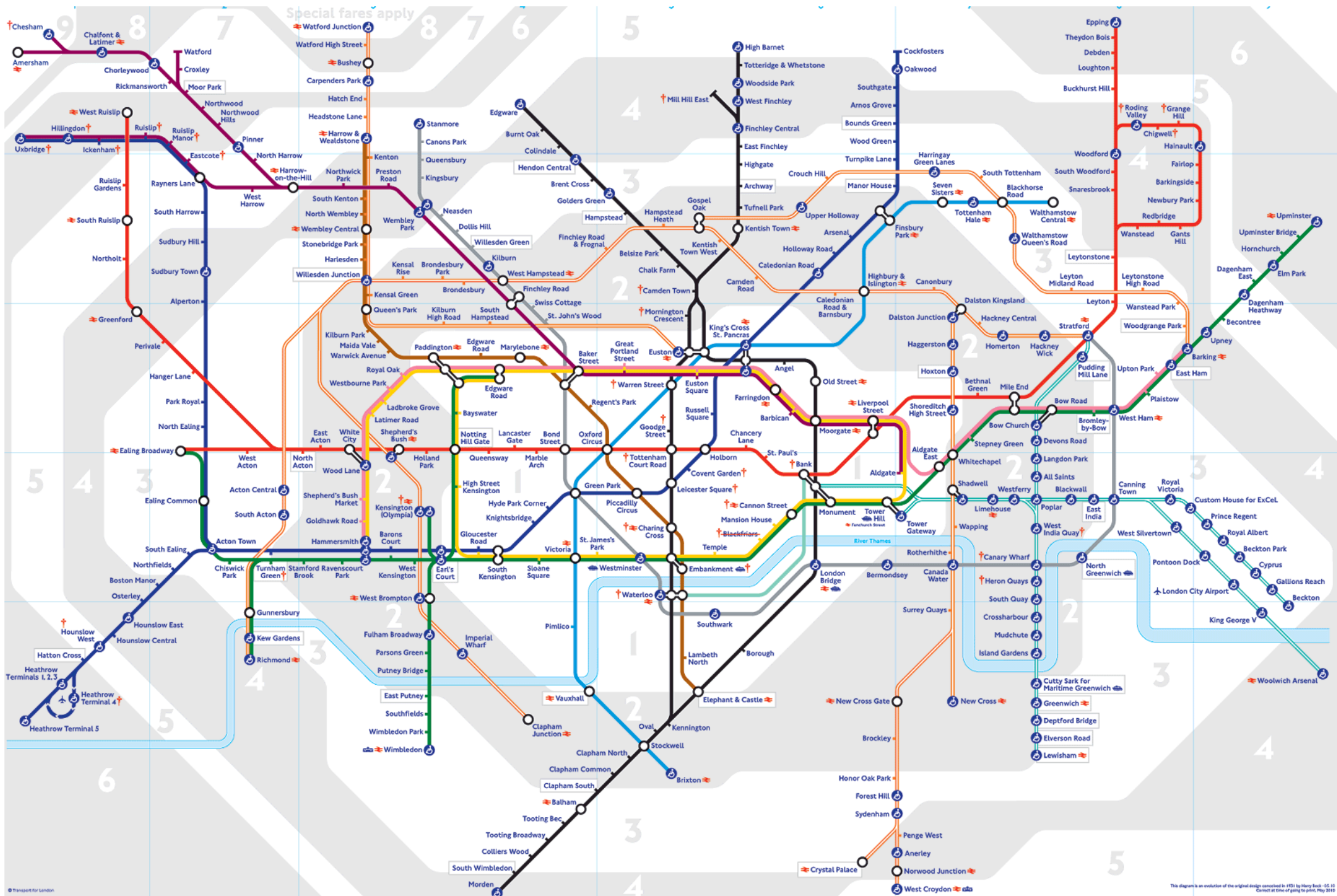
- achieve significant reach
- effectively transfer information
- achieve a specific result

= impact depends on context (content, target group, format/medium)

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- **Today we want to consider infographics:**

Infographics are visual representations of information, data, or knowledge designed to present information quickly and clearly. They usually combine images or graphical elements with (minimal) text and other elements to make complex topics easier to understand and more engaging.

Infographics are interesting for ET, as they can be used in different settings e.g. public talks, printed materials, social media, the website or press information, and they can be the basis for animation or short videos – and they are suitable for different audiences (with little or no adaption).

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- **Some aspects of ET for potential infographics/other visual resources:**

1. General benefits:

Innovation, careers, STEM inspiration, global collaboration, green (underground) engineering, European leadership ...

2. Science questions:

What is gravity? How does it work? Does gravity have memory? Can we test Einstein's Relativity?

...