

Review of: "Visual Science Communication: The next generation scientific poster"

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It confuses scientific communication, as a school text, with the "scientific poster". Scientific communication has two forms; on the one hand, (1) it presents the data found, the new knowledge, the results; on the other hand, (2) the "scientific poster" serves to specify the process of scientific research. A prior clarification or delimitation is necessary, since the "scientific poster" refers to the logic of the research, it is not reduced to the mere result. The communication through the "scientific poster" presents the research problem, the purpose, the hypothesis, the concept (state of the art), the methodology, the evidence or results, the discussion.