

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

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Potential competing interests: No potential competing interests to declare.

This is an excellent article. It is current in terms of interactive technology and the possibilities it offers for the visual representation of complex data sets. It is appropriately organized, and the reader can easily follow the content presented, from a general description to more in-depth explanations.

Still, I would not call it a poster. The design of a printed poster requires an overall presentation of a set of ideas that are connected at a representational level. This object goes deeper and lets the viewer explore "windows" that open to go deeper into the content and offer many possibilities for reading. Therefore, it is not entirely clear whether they are aimed at disseminating scientific information to the general public or at visually presenting complex information from scientist to scientist or from researcher to practitioner. Given the two venues where the poster was displayed, I assume the target audience was the general public. It would be interesting to look at the design process with a more specific audience in mind. For example, if it was used in an educational setting.

On the other hand, it is plausible that the authors are working on projects that will allow the research to reach its potential applications in a shorter time. I believe that publishing nowadays takes too much time and sometimes information is not available in time. Therefore, I suggest that in an online publication, a video on how the interactive poster works would be very welcome

The paper can be published, but I think it would be even better if it included more references to the different types of audiences and contexts, the issue of communication and education in different grade levels, and the understanding of visual and verbal materials in different environments.