

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

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Excellent publication, extremely well documented. At times it is too assertive in topics that require careful statements requiring caveats and the need to consider contexts of application. In other parts, references are not emerging from scientific research but from intuitive traditions in the design field, such as Jan Tschichold, an excellent designer but previous to the best research on legibility – like by Miles Tinker, or readability — like by Herbert Spencer, and all the work done on perception (Semir Zeki) and cognition in the last 30 years.

Except for that, it is an excellent article: up-to-date in terms of interactive technology and its possible applications in the visual presentation of large data sets.

I would encourage authors to focus on more pressing fronts, beyond dissemination of scientific information for the general public, like the visual presentation of complex information from scientist to scientist, or from researchers to practitioners, to facilitate the speed with which research can reach its possible applications in a shorter time.

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