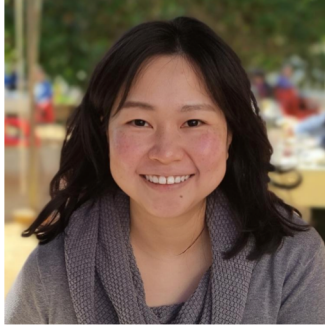


# Conferencia



## Jia Yan Law

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## Storytelling with Scientific Data

Numbers alone aren't enough—data tells powerful stories that, when communicated effectively, drive understanding and inspire action. In this talk, we'll uncover how raw observations can transform into clear, compelling visuals yet simplify complexity. By making bold design choices—color, layout, and structure—we create visuals that spark curiosity and engage the audience. I'll also show how merging scientific rigor with creative artistry can push the boundaries of communication. It's about seeing differently, designing boldly, and unleashing the storytelling potential of your data!

**Miércoles 7 de Mayo de 2025, 11 horas**

**Auditorio Edificio Martina Casiano**

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