

ESO/ESA/IAU/Excellence Cluster 'Universe'

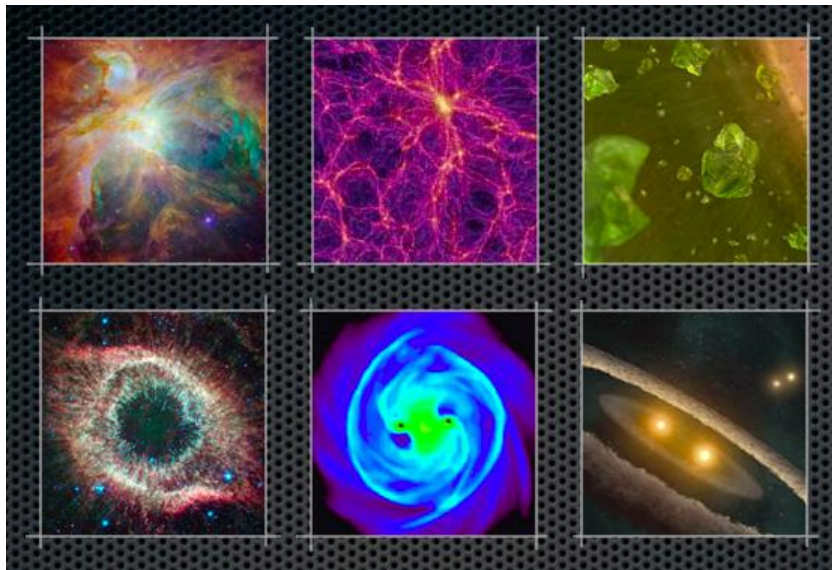
Astronomy Communication Seminars

— Monthly half-hour seminars about contemporary issues in astronomy communication

21 April 2008

14:00-14:30

ESO Auditorium



The Art of the Science:

New Frontiers in Visual Communication

Dr. Robert Hurt

Spitzer Science Center

Abstract: Traditional venues for informal education or public outreach have revolved around press releases and websites. The growing technologies in our burgeoning Internet era are producing entirely new markets and ways of engaging new audiences. Science visualization has always played a critical role in both promoting interest and helping to explain complex concepts, but it is also a gateway to these new technologies. Visual effects, podcasting, and content-enhanced imagery (metadata) are all key tools in moving visual communication into these emerging markets.

