THURSDAY, FEBRUARY 9, 2006
Heavy hors d’oeuvres and cash bar: 6 pm to 7 pm
Presentation: 7:15 pm - 8:30 pm

Doubletree Paradise Valley Resort/Scottsdale
5401 N. Scottsdale Road, Scottsdale, Arizona, United States 85250-7090
RSVP at http://alumweb.mit.edu/clubs/phoenix/

Members and guests: $35  Non-members $50

This talk is one science photographer’s approach to visually communicating research.

Visual representations now appear widely in science and engineering (as well as in business and society at large) and are having a profound impact on how we communicate science among experts and to lay communities. The visual expression of scientific and technological data and concepts — photographs, graphs, animations, web interfaces — are designed to convey complex information. Yet, despite the best intentions of research scientists and designers, many attempts to visually communicate science are confusing rather than clarifying. The images contain extraneous and distracting information. They are ambiguous, and fail to guide the attention of the viewer to the critical information. While new technologies and capabilities make possible visual communication, there is not a shared understanding, nor significant collaboration between researchers, computer scientists and graphic artists on how to represent scientific information effectively across disciplines and to the public.
Science photographer Felice Frankel ([web.mit.edu/felicef](web.mit.edu/felicef)) is a research scientist at the Massachusetts Institute of Technology whose work is supported by the School of Science, the School of Engineering and the Office of Research. Working in collaboration with scientists and engineers, Frankel creates images and other forms of scientific visual expressions for journal submissions, presentations and publications for general audiences.

She was awarded a Guggenheim Fellowship, and has received grants from the National Science Foundation, the National Endowment for the Arts, the Alfred P. Sloan Foundation, the Graham Foundation for the Advanced Studies in the Fine Arts and the Camille and Henry Dreyfus Foundation. She was elected as a Fellow of the American Association for the Advancement of Science and was a Loeb Fellow at Harvard University’s Graduate School of Design for her previous work photographing the built landscape and architecture.

Her latest book *Envisioning Science, The Design and Craft of the Science Image* is now out in paperback. ([The MIT Press](The MIT Press)). She is coauthor with Harvard chemist George M. Whitesides of *On the Surface of Things, Images of the Extraordinary in Science* (Chronicle Books). Her regularly appearing column, *Sightings*, in American Scientist Magazine addresses the importance of visual thinking in science and engineering. She is presently organizing the second Image and Meaning conference at the Getty Center in LA, with researchers, science image-makers, computer scientists and writers. The purpose is to develop new approaches to promote the public understanding of science through visual expression ([web.mit.edu/i-m](web.mit.edu/i-m)).