



Making Science Come to Life With Animated Illustrations

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“Science Sketches” - A Concept



Home

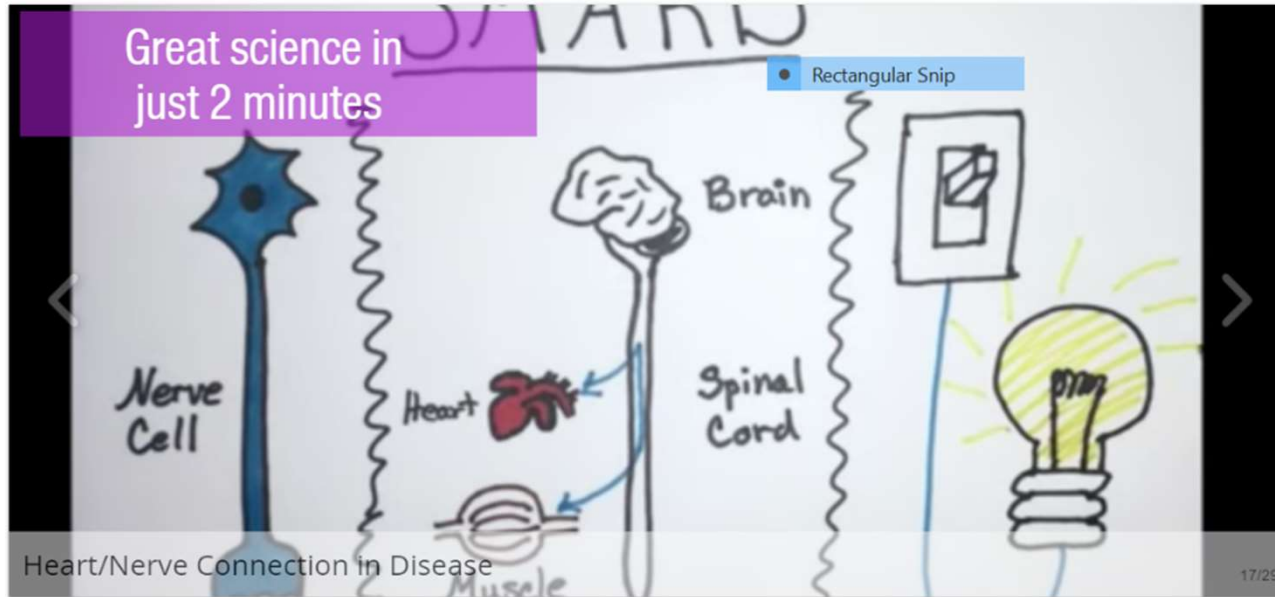
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Q What do you want to learn about today?

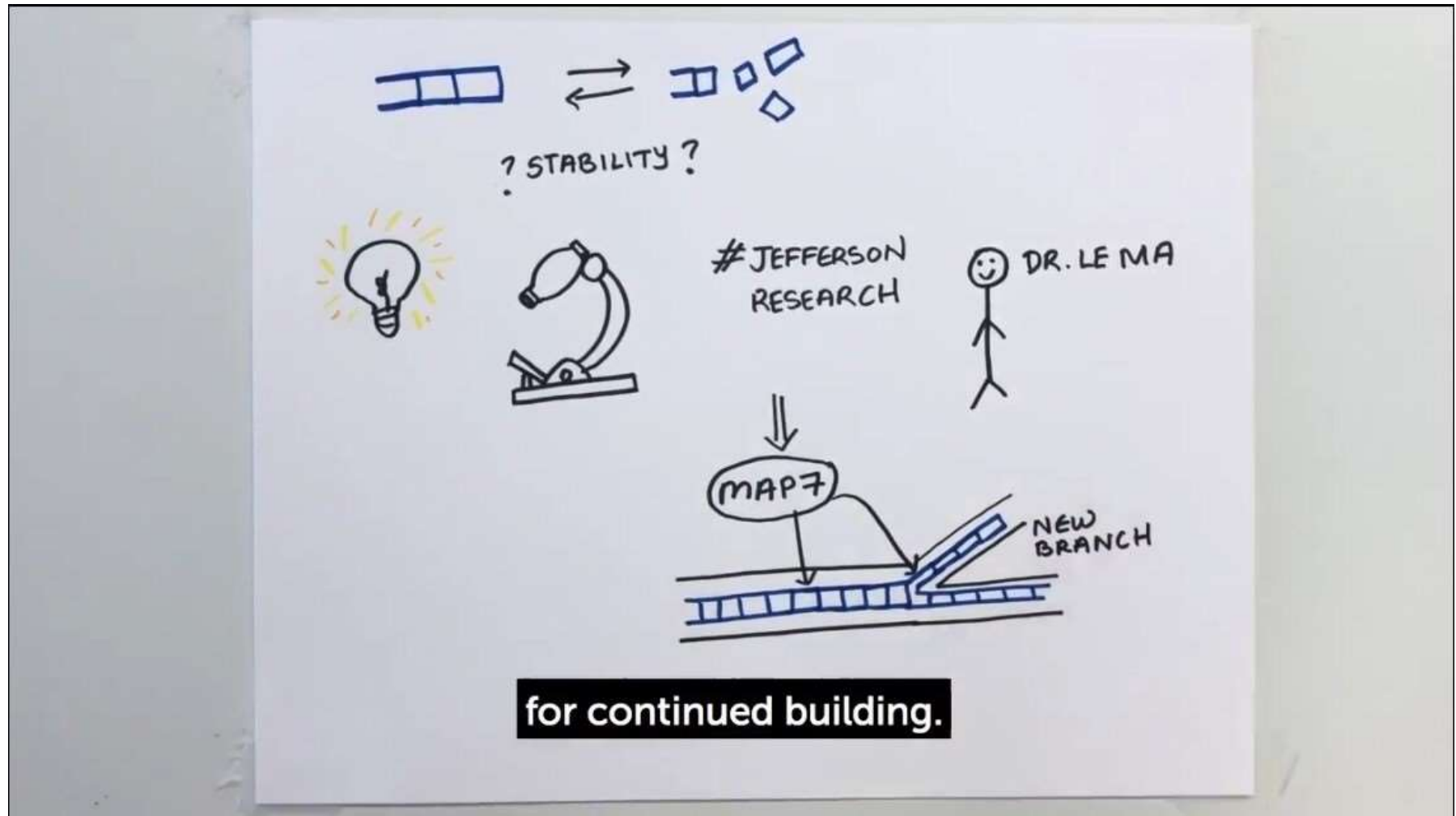


What are Science Sketches?
-between-heart-and-nerves-in-a-rare-...

Join the Science Sketches community

- 2 min, illustrated videos explaining a scientific concept or research project
- Low-tech, no special equipment or artistic skills necessary

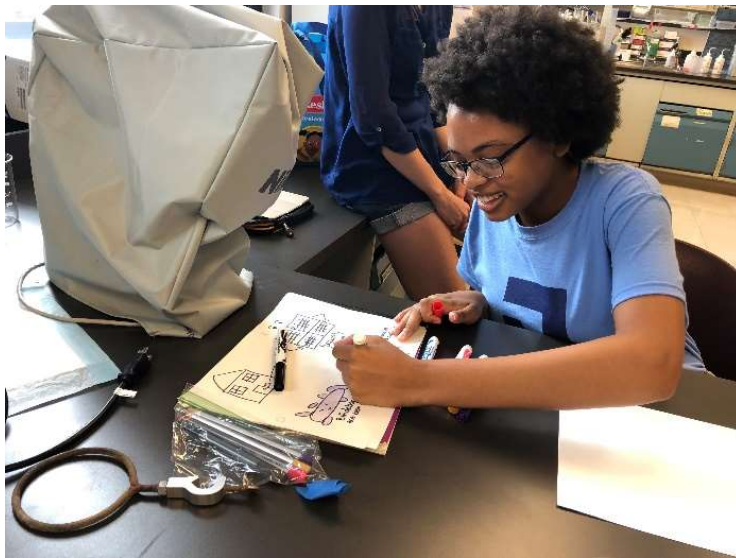
Helping Brain Cells Grow Branches for Healthy Communication



https://www.youtube.com/watch?v=RPu_Zsp5rf8&feature=youtu.be

Why use a “Science Sketch?” to communicate science?

- Appeals to visual learning
- Break down complex scientific concepts in a fun and digestible way
- Makes exciting scientific findings more accessible to a much broader audience
- Can be easily disseminated on social media and embedded into stories



How to make a “Science Sketch”

- **Step 1:** Write the script and story-board drawings. Review with an expert
- **Step 2:** Record the video of your drawing. Tape a template sheet and position your smartphone or tablet overhead (lab clamp, stack of books, or adjustable phone mount will work!) Pencils, crayons, sharpies - get as creative as you'd like!
- **Step 3:** Record the audio of your script
- **Step 4:** Put your audio and video together using editing software like iMovie or Windows Movie Maker
- Total time to create finished product: 1-2 weeks



Impact


- All videos have performed highly on Twitter. First video had:
 - Over 3,700 impressions
 - Over 1,700 media views
 - Over 160 total engagements
- Positive reception from leadership
- Interactions with journals and science communication organizations
- A great way to cover diverse and timely topics!

Jefferson Research
@ResearchATJeff

From harnessing the power of #immune cells 🦠, to studying the role of gut bacteria 🦠, @JeffersonUniv scientists are taking on the #coronavirus!

Read about exciting #JeffersonResearch on The Nexus: bit.ly/2xH3y55

And watch the video ▶️ to learn about #antibody testing!



978 views | 0:20 / 2:20

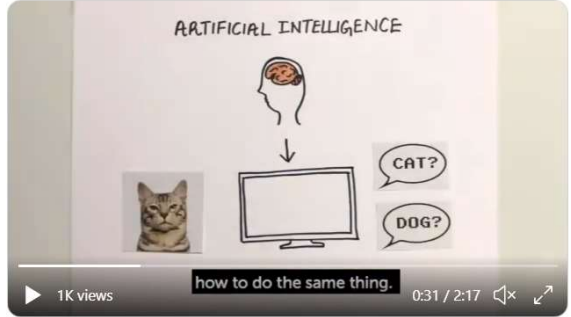
Jefferson Research
@ResearchATJeff

A new study @JeffersonUniv @TJUHospital @JeffersonRads shows that machine learning can predict malignancy risk in thyroid nodules with 97% specificity!

Read more ▶️ bit.ly/2p9fet2

👁️👤📺 on how machine learning works! 🖥️🧠

#JeffersonResearch @SciSketch #scicomm #sciart



1K views | 0:31 / 2:17

THANK YOU!



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**BEST
HOSPITALS**

U.S. News & WORLD REPORT

NATIONAL
RANKED IN 8 SPECIALTIES
2019-20

Thomas Jefferson University Hospitals
is Ranked Among the Top 10 in the Nation
in Ophthalmology and Orthopedics.

Nationally Ranked Specialties

CANCER

Sidney Kimmel Cancer Center – Jefferson Health

CARDIOLOGY & HEART SURGERY

EAR, NOSE AND THROAT

GASTROENTEROLOGY & GI SURGERY

GERIATRICS

NEUROLOGY & NEUROSURGERY

Vickie and Jack Farber Institute for
Neuroscience – Jefferson Health

OPHTHALMOLOGY

Wills Eye Hospital

ORTHOPEDICS

Rothman Orthopaedics at Jefferson Health

The Philadelphia Hand to Shoulder
Center at Jefferson Health

Jefferson Health

14 Hospitals

- Abington Hospital*
- Abington – Lansdale Hospital**
- Jefferson Bucks Hospital
- Jefferson Cherry Hill Hospital*
- Jefferson Frankford Hospital
- Jefferson Hospital for Neuroscience*
– Vickie and Jack Farber Institute for Neuroscience
- Jefferson Methodist Hospital*
- Jefferson Stratford Hospital*
- Jefferson Torresdale Hospital
- Jefferson Washington Township Hospital*
- Magee Rehabilitation Hospital
- Physicians Care Surgical Hospital
- Rothman Orthopaedic Specialty Hospital
- Thomas Jefferson University Hospital*
– Sidney Kimmel Cancer Center (NCI-designated)

* Magnet® designation from the American Nurses Credentialing Center for nursing excellence

** Pathway to Excellence® designation from the American Nurses Credentialing Center for sustaining a positive practice environment

6,300 physicians/practitioners

7,900 nurses
(full/part time)

40+ outpatient and
urgent care locations

Over **4 million**
patient interactions annually

Thomas Jefferson University

10 Colleges + 4 Schools

- College of Architecture and the Built Environment
- College of Health Professions
- College of Humanities and Sciences
- College of Life Sciences
 - Graduate School of Biomedical Sciences
- College of Nursing
- College of Pharmacy
- College of Population Health
- College of Rehabilitation Sciences
- Kanbar College of Design, Engineering and Commerce
 - School of Design and Engineering
 - School of Business Administration
- Sidney Kimmel Medical College
- School of Continuing and Professional Studies

Honors

- Philadelphia University Honors Institute

160+ Graduate & Undergraduate programs

65,000 Alumni | **8,100** Students (full/part time)

over **\$151 million** in public/private research funding

17 NCAA Division II Teams

1,000 patents for new drugs, software innovations, medical devices and diagnostic tools

Nationally ranked in emergency management, fashion, graphic design, interior design, occupational therapy, physician assistant, primary care, research and strategic leadership

Academic Areas of Interest



Architecture



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Design



Engineering



Fashion
& Textiles



Health



Science



Social
Science

Campuses

- 📍 Center City
- 📍 East Falls
- 📍 Abington-Dixon
- 📍 Bucks County
- 📍 New Jersey

International Study Locations & Research Centers



India



Ireland



Israel



Italy



Japan



Latin America



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