Images of Research 2019

Deadline: 27th January

1:2,8 IS USM 17-40mm ZOOM LENS Ø 52mm

Innovation for the global good

The work undertaken by you – our academics, researchers and students – across Strathclyde, ultimately has the ability to make a significant difference to peple's lives and the world we live in. The Images of Research competition aims to celebrate that work and showcase its impact to the public and industry -

all you have to do is submit an image in one of the following categories which draw inspiration from our strategic themes:

- Healthy perspectives
- Closing the loop
- Digital connections
- Tackling uncertainty

Images of Research offers you the opportunity to showcase your research to the public and industry with successful entries being offered the chance to be exhibited to a public audience of thousands across Scotland and beyond!

To find out more about how to get involved, please visit the website:
www.imagesofresearch.strath.ac.uk

Or get in touch with the team directly at: **imagesofresearch@strath.ac.uk**

Get hints and tips for a great entry from our social media channels:

f **Images of Research**

🐦 **@StrathImages**

Innovation for the global good

Although it is a competition, we can offer a fair bit of support in helping you to think how best to communicate your research to the public. We'll be posting some quick, fun exercises on Facebook and Twitter over the course of the competition to help you get the creative juices flowing so make sure you follow us to access all the help available. In the meantime, here's some quick hints and tips for success:

■ Try to think about your research (and image) from your audience's perspective. They likely will have little or no technical knowledge of your research, therefore it's good to keep things simple as well as striking.

■ Although the end goal of your research may be some way off, years even, that is what the public will best relate to. An image depicting your lab or a machine doesn't capture the essence of why you are doing this important research.

■ The best images usually convey the human impact of the research. So for example, if you work in pharmaceuticals, then think about the patients who will benefit. If you work in engineering or technology, think about the benefits to workers or the public from new or improved devices and systems.

Please note, **you must have the rights to use any image you submit for the competition** so either you should have photographed or created the image yourself, or have the full permission of the author, if using a photograph someone else has taken. We will need evidence images are your own or that you have permission to use them. Images found on the internet are not permissible.

Images of Research

@StrathImages

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