

## Communicating Science Effectively

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Event was held October 4-5, 2016 | 9:00 am-5 pm

Coastal Institute, URI Bay Campus, Narragansett, RI

*3-14 AICP credits offered*

Even excellent science only has an impact when it is effectively communicated. This course provides participants with a toolbox for effectively communicating their work. Participants will learn:

- the fundamentals of science communication
- how to create conceptual diagrams
- the tricks and tips of giving a presentation
- the principles of layout and design

Hands-on sessions will allow participants to create their own science communication products and gain experience using some of the software used in science communication, including PowerPoint, Adobe Illustrator, Adobe InDesign, and the Integration and Application Network's (IAN) symbol library.

This course is taught by instructors from the Integration & Application Network of the University of Maryland Center for Environmental Science.

**Testimonials:** "The instructor:student ratio was fantastic - this was the first course where I felt like I actually learned the basics about the software to make my ideas a reality... it really was one of the best courses I have ever taken" | "The only bad thing about this course is now I am considered a guru among my lab and collaborators!" | "This course is an excellent introduction to improving our science education skills. The nearly equal emphasis between lecture and practice is very helpful"

# Communicating Science Effectively

## Two Day Course

Detailed Agenda: You may attend part or all of the course, but participants are encouraged to attend both days. When you RSVP please indicate which sections you will be participating in. Information on software requirements still to come.

**Course Instructors:** Jane Thomas, Brianne Walsh, Dylan Taillie

### Day 1: October 4th, 2016

#### Part 1: 9am-12pm: Principles of science communication and best practices for making better presentations and publications that highlight your work

- 8:30 am Setup, coffee, and light breakfast  
9:00 am Welcome and Introductions  
9:20 am An introduction to effective science communication  
**9:40 am Presentation**  
*Lecture* – Using PowerPoint effectively  
*Activity* – Title pursuit  
*Exercise* – Improving your own PowerPoint slides  
*Exercise* – Comparing old and new PowerPoint slides  
12:00 pm Lunch

#### Part 2: 1pm-3pm: Begin to learn how to use conceptualization to make your science more understandable to the general public, managers, and policy makers.

- 1:00 pm **Conceptualization**  
*Lecture* – Conceptual diagrams: A tool for effective science communication  
*Activity* – Conceptionary  
*Exercise* – Hand draw a conceptual diagram  
*Demonstration* – Using the IAN symbol library/Illustrator

#### Part 3: 3pm-5pm: Dive in to Conceptualization and Publications with detailed use of illustrator and indesign to create your own diagrams and poster or newsletter.

- Exercise* – Develop your own diagram/figure  
4:30 pm Wrap-up  
5:00 pm Dinner (optional)

### Day 2: October 5th, 2016

#### Part 3, continued: 9am-4:30pm

- 8:30 am Coffee and light breakfast  
9:00 am Conceptual diagram review  
**10:00 am Publication**  
*Lecture* – Applied principles of layout design  
*Activity* – Storyboarding  
12:15 pm Lunch  
1:15 pm Publication (continued)  
*Exercise* – Develop your own poster/newsletter  
*Demonstration* – Basics of InDesign  
*Exercise* – Work on products (conceptual diagrams and newsletters)  
**2:30 pm Communication Products Review**  
*Activity* – Group critique  
*Exercise* – Editing and advice  
*Demonstration* – Additional resources  
4:30 pm Wrap-up