

COMMUNICATING SCIENCE EFFECTIVELY
1 DAY COURSE
JACQUES COUSTEAU NERRS, TUCKERTON, NJ

This condensed, one day course provides participants with a science communication toolbox for effectively communicating their own data. At the end of the course, participants will have been introduced to the principles of effective science communication, used hands-on sessions to sketch future science communication products, and been introduced to the IAN Symbols Library, Adobe Illustrator, and Adobe InDesign. This course does not teach hands-on use of the software programs.

Course instructors:

Jane Thomas, Integration and Application Network (UMCES)
Caroline Wicks, EcoCheck

Agenda: Each topic includes a lecture, activity, and demonstration. These will be broken up between the morning and afternoon sessions.

Morning Session

8:45 AM Coffee and breakfast items
9:00 – 9:20 Welcome and introductions
9:20 – 9:50 *Lecture* – Introduction/principles of effective science communication
9:50 – 11:30 Conceptualization
Activity – Conceptionary
Lecture – Conceptual diagrams
Morning break
Demonstration – Using Adobe Illustrator and IAN Symbols Library
11:30 – 12:00 Principles and techniques for good PowerPoint design
Lecture – The art of science communication: using PowerPoint effectively

Lunch

Afternoon Session

1:00 – 3:30 *Activity* – Title pursuit
Demonstration – After applying science communication principles to a presentation
Effective printed media design
Lecture – Applied principles of layout design (Caroline)
Exercise – Mock up of poster design / newsletter
Demonstration – Using Adobe InDesign (Caroline)
3:30 – 4:00 Wrap up and feedback

