

**COMMUNICATING SCIENCE EFFECTIVELY**  
**2 DAY COURSE**  
**JACQUES COUSTEAU NERRS, TUCKERTON, NJ**

This two 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 create their own science communication products (conceptual diagrams, presentations, newsletters, posters), and gained experience using the IAN Symbols Library, Adobe Illustrator, and Adobe InDesign.

**Course instructors:**

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

**June 16<sup>th</sup>**

- 8:30 AM      Coffee and breakfast items, set up computers, troubleshooting
- 9:00            Introductions
- 9:20            Lecture – An introduction to effective science communication
- 9:50 – 12:30   *Conceptualization: Use and production of conceptual diagrams and synthesis figures*
- Activity – Conceptionary
- Lecture – Conceptual diagrams: A tool for effective science communication
- Exercise – Hand drawing a conceptual diagram
- Demonstration – Using the IAN symbol library/Illustrator
- Exercise – Develop your own diagram/figure
- 12:30          Lunch
- 1:30            Continued work on conceptual diagram in Illustrator
- 2:00 – 4:15    *Presentation: Principles and techniques for good PowerPoint design*
- Lecture – The art of science communication: using PowerPoint effectively
- Game – Title pursuit
- Exercise – Improving your own PowerPoint slides
- Review – Compare old and new PowerPoint slides
- 4:15            Work on individual products, help from instructors, etc.

## June 17<sup>th</sup>

- 8:30 AM Coffee and breakfast items
- 9:00 *Publication: Effective printed media design*
- Lecture – Applied principles of layout design
  - Activity – Jigsaw puzzle
  - Hand drawing of own poster/newsletter design
  - Demonstration – Basics of InDesign
  - Exercise – Develop your own poster or newsletter in InDesign
- 12:00 Lunch
- 1:00 Work on products, help from instructors, Photoshop demonstration
- 3:00 Review and critique of products
- 4:00 Wrap-up and evaluation of course

