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