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 16th**

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 17th

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