Effective Science Communication Skills to Build the Next Generation of Environmental Stewards and Leaders

MSDE Approved: CPD: 21-67-03C **2 CPDs** $149.00

No prerequisites needed. You do not have to be a Science Teacher to take this course. This course is fully self-paced with videos, key points, knowledge checks, and activities. Printable classroom lessons for you to take away. Grading is based on five module assessments and one final assessment. Passing grade is 80%.

As seen by the enduring impact of writers from Henry David Thoreau to Rachel Carson, major societal changes have only occurred when complex scientific problems are communicated in a way that is informative, accessible, and action-driven. This self-paced online course offered by the University of Maryland Center for Environmental Science, the state's leader in Environmental Science, will share the easy- to-learn techniques that our scientists use to help make your students better science communicators. Learn how to integrate the best of both graphics and the written word so that your students are equipped to tell "the whole story".

What you'll learn:
- How to identify and critique features of science communication products that utilize effective graphic and narrative techniques.
- How to produce appealing graphs and charts that avoid 'chart junk' or 'map clutter'.
- How to craft a narrative using the 'and, but, therefore' template.
- How to develop a best-practice compelling science communication.
- How to produce appealing graphs and charts that avoid 'chart junk' or 'map clutter'.
- How to craft a narrative using the 'and, but, therefore' template.
- How to develop a best-practice compelling science communication.

Module 1:	Module 2:	Module 3:
• Why is science communication important? • Iconic science communicators • The science behind science communication • What makes a good story? • Who are you talking to? • Narrative structure	• Data Visualization Part 1 • Data Visualization Part 2 • 10 Classic Conceptual Diagrams • 10 IAN Conceptual Diagrams • 10 Classic Maps	• Storyboarding • Active Titles • Storyboarding Process • Project Management • Seven Elements of Layout and Design • Layout and Design Examples • Critique and Review

Module 4:	Module 5:	
• Color Theory • Color Theory Basics • Color in Science Communication • Symbols and Diagrams • Conceptual Diagram Creation • Conceptual Diagram Examples	• Science Writing vs. Science Communication • Science Communication Products • Photos in Science Communication • Videos in Science Communication • Assembling a Scientific Presentation • Presentation Preparation • Delivering a Presentation	UMCES courses will include student learning activities developed by Project WET! project WET WATER EDUCATION TODAY

This course runs 6/19/2023 – 8/31/2023 at your own pace. Courses will be offered Summer, Fall, Winter & Spring.

You may **pre-register for this course by submitting the form here:** **https://forms.gle/KobGdRW6SsbeT49x7**

Any questions or technical problems with the form, email: professionalstudies@umces.edu