Course Title & Number:	IMMU 7010 *Science Communication: Audio-Video Methodologies*
Number of Credit Hours:	3
Class Times & Days of Week:	Wednesday (Winter term) – Noon to 3PM Every two weeks
Voluntary Withdrawal date:	TBA
Location for classes:	Bannatyne Campus Apotex centre Room 050

General Course Description

This course will provide an overview of the primary methodologies governing science communication in audio-visual. Throughout the course, the emphasis is on radio, and video communication, how its failures can undermine the understanding and confidence in science by a diverse audience and how its successes can help make science more approachable. The course will consist of lectures and in-class activities, live presentations and participation of well-renowned guest lecturers from national radio and TV shows to accommodate a variety of learning styles. Prerequisite IMMU 7000 Science communication: Foundation & writing methodologies. The course is mandatory for students taking part in the micro-diploma: Science and communication.

Course Goals

This course will provide an overview of how to communicate science in an engaging, accurate, and accessible way to everyone. Students will learn and practice the fundamental methodologies of effective science communication audio and video skills. They will understand the roadblock that can turn appropriate and effective science into inappropriate and ineffective science communication. The sections are built on lectures, active discussion and engagement activities. Through several formative presenting assessments, students will work towards the summative group project for their final assignment to produce an audio or video piece about research made at the University of Manitoba or on another specific scientific topic.

Course Learning Objectives

Upon the completion of the course, students will be able to:

1. To develop strong visual and oral communication skills.
2. To design and deliver visual or oral forms in a focused area of interest tailored to a specific audience.
3. To improve creative skills to communicate complex ideas.
4. To critically analyze peer-reviewed journal articles in a focused area of interest to disseminate to a non-technical audience.
8. To integrate communication skills for non-technical audiences through collaborative construction and delivery of a science communication group project.

Tentative Winter 2024 Schedule

Session	Class Content (3hrs session)
1	Short Introduction to Science communication Refresher IMMU 7000
2	Science on the box
3	Science on “air” (aka radio)
4	Science on TV & documentary
5	DYI Podcast & Videocast
6	Science Communication: Science Centers and Museums (On-site Manitoba Museum)

7	Science & outreach activities for K-12
8	Science RendezVous
9	The use of social media
10	The use comics in science communication
11	Group project presentation

Course Evaluation

The HEAL 7010 *Science Communication: Audio-video Methodologies* course will consist of:
1) Active participation worth 5%
2) Two assignments worth 15% each; and
3) Two mixed group projects worth 50% of the final grade that will reflect the material covered during the entire course; and
4) a final reflection worth 15%.

GRADING

The IMMU 7010 *Science Communication: Audio-video methodologies* course will consist of:

Type of Assessment	Exam/assignment breakdown	Material to be covered	Due Date	Value of Final Grade
Personal Assignment	+ Visual label explainer + 3 MT participation	All material taught	TBD	15% 15%
Mixed Assignment	+ Group project (Videocast or podcast) + Group project Science Rendezvous)	All material taught	TBD	25% 25%
During and after each lecture	+ Active participation + Reflection			5% 15%
				100%

GRADING SCALE

Letter Grade	Percentage out of 100	Grade Point Range
A+	90-100	4.25-4.5
A	80-89	3.75-4.24
B+	75-79	3.25-3.74
B	70-74	2.75-3.24
C+	65-69	2.25-2.74
C	60-64	2.0-2.24
D	50-59	Less than 2.0
F	Less than 50	

Textbook, Readings, and Course Materials

Introducing science communication : a practical guide Brake, Mark.; Weitkamp, Emma. 2010
LC : 2009047004
ISBN : 023057386X (pbk.)
ISBN : 9780230573864 (pbk.)
ISBN : 9780230573857 (hardcover)
ISBN : 0230573851 (hardcover)
OCLC : (OCoLC)468854694