FORM FOR SUBMISSION OF MODULE FOR A EUROPEAN JOINT MASTERS

1.	**Module Title:** Communication Science
2.	**Module Code:** (not necessary yet)
3.	**Maximum Number of Students:** 20
4.	**Total ECTS Credits:** 2 ECTS
5.	**Month:** Second year, second semester
6.	**Notional Learning Hours (Please fill a number in box)**: **(a) Contact Time - e.g in the classroom, or fieldwork** *14* **(b) Private Study - reading time, preparing and taking assessments** 36 **Format of Teaching:** Lectures Hours 4 (a) Laboratories or Practicals Hours Other (computer workshops) Hours 10 (a) Other (tutorials) Hours Other (private study) Hours 36 (b) **Teaching Strategy:** Lectures – Workshops – Tutorials –
7.	**Convener:** Sokratis Papaspyrou
8.	**Institution:** University of Cádiz
9.	**Level (Please tick Y):** Master Degree
10.	**Language(s) of Tuition**: English
11.	**Pre-requisites:** It is unlikely that there will be prerequisites beyond the entrance qualifications for a science-based Masters programme.
12.	**Co-requisites:** None
13.	**Programme(s) for which module is core:**

	Erasmus Mundus Joint Master Degree in Water and Coastal Management (WACOMA)
14.	**Module Description - The Purpose or Aims:** Presentations and posters are some of the principle means for scientists to show their work to the scientific community, funding agencies, future employers and the general public. Although these forms of communication are an integral part of scientific work, many scientists never receive proper training. As a result, too often, unattractive and overloaded scientific presentations confuse the audience and pass-by unnoticed. The course will provide to the students some basic and advanced skills in science communication. Students will be introduced to modern theories of communication and the latest trends in design and presentations with hands-on exercises.
15.	**Learning Outcomes:** By the end of the module, participants will learn how to select the appropriate data to construct a story aimed at a particular audience, to write a title and abstract, the principles of design and layout, the use of graphics and colours for graphs, slides, or poster preparation, differentiate between different presentation techniques, practice delivery and effective use of voice and body techniques.
16.	**Summary of Course Content:** Principles of communication and psychology. Crafting the story. Structure and Storyline. Titles, headlines, abstract and summaries. Workshop on Titles Visuals and communication style. How to prepare captivating slides. Workshop on slides Figures, Diagrams, and Graphs. Workshop on Graphs Principles of graphic design for the common people. Create an effective poster. Workshop on Posters Delivery. Workshop on use of Body and voice.
17.	**Key Skills Taught:** Science communication Organising presentation material Selecting appropriate data Structuring the preparation Delivery Software manipulation for presentations Public speaking Visual aids preparation
18.	**Assessment Methods:**

	Teacher and peer review evaluation of students' work
19.	**Assessment Criteria:** A successful candidate should have or be able to do the following: ***Threshold*** A basic understanding of the appropriate science and modelling approach and a reasonable understanding of the model results and their implications. ***Good*** A good understanding of the science and correct model results which are presented and interpreted to a good standard, with some reference to independent literature data and results. ***Excellent*** A good to excellent understanding of the science and correct model results which are presented and interpreted to a high standard, with plenty of references used for comparisons and to critically evaluate the results.
20.	**Resource Implications of Proposal and Proposed Solutions**: ***(Recommended Bibliography: compulsory, optional, other sources of information)*** Book references: Michael Alley (2013) The Craft of Scientific Presentations: Critical Steps to Succeed and Critical Errors to Avoid. DOI 10.1007/978-1-4419-8279-7 Springer New York Heidelberg Dordrecht London. ISBN 978-1-4419-8278-0 ISBN 978-1-4419-8279-7 (eBook) Nancy Duarte (2008) slide:ology. The Art and Science of Creating Great Presentations. O'Reilly Media, Inc., Sebastopol USA. ISBN-13: 978-0-596-52234-6 Garr Reynolds (2012) Presentation Zen: Simple Ideas on Presentation Design and Delivery. Second Edition. New Riders, Berkeley, USA John J. Medina (2008) BRAIN RULES. Pear Press, Seattle, U.S.A. ISBN-10: 0-9797777-4-7, ISBN-13: 978-0-9797777-4-5 Websites: Alley - Craft of Scientific Presentations, http://writing.engr.psu.edu/ TED talks: www.ted.com Presentation Zen: http://www.presentationzen.com/ Slide:ology: http://www.duarte.com/book/slideology/ Better posters: http://betterposters.blogspot.com.es/2013/02/critique-protein-

	biosynthesis.html Public speaking: http://speaking.io/ **Specific Resource Implications for Students**:
21.	**Does this module replace existing provision? If so, please indicate modules to be replaced:** The module fits in the area of "Environmental legislation"
22.	**Start Date:** Second year, second semester
23.	**Is it intended that the module be available every year?** Yes