

## ENVIRONMENTAL & RESOURCE STUDIES PROGRAM TRENT UNIVERSITY

### ERSC 3501H: Environment & Communication-Oral & Visual Presentations 2011 WI; Peterborough

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**Office:**      ESB B309      Office Hours: Thursday 1-2 pm & tba

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#### Course Description:

This course is designed to help students develop an ability to communicate scientific information effectively to *non-scientific audiences*, including the general public, the media, policymakers, community stakeholders, businesses and others. Workshops are provided on oral presentations that include video taping of students; use and misuse of statistics, figures and tables; visual literacy as it relates to layout and design of presentations, websites, posters, brochures, and magazines; writing style and creative writing techniques. As part of the evaluation students work in small groups to design, write, and produce a magazine on an environmental topic of choice for a specific audience (to be determined by the group). In previous years students have produced magazines about water for kids; roof-top gardens for architects; hunting for the outdoorsman/woman; etc. These have been of such high quality that they are often mistaken for professional magazines. Attendance and participation in class discussions and exercises are required and will be marked; assignments will be discussed in class. Computers and audiovisual equipment will be used extensively. Students wanting to pursue careers in environmental research, journalism, education, public relations or community outreach may find this course valuable.

**Course Pre-requisites:** ERSC 100 plus 8 university credits.

**Course Fees:** none.

#### Course Format:

Type	Day	Time	Location
Lecture/Workshop	Friday	09:00 am – 11:50 pm (3 hrs)	GCS 105

#### Course Evaluation:

Type of Assignment	Weighting	Due Date 2011
Oral Presentation	10%	January & February
You Tube Video (3 min)	20%	February 18
Magazine		March 25
• Group grade: Final magazine	20%	
• Process Learning Portfolio	10%	
• Individual grade: oral presentation	10%	
• Individual grade: articles	10%	
• Grade from fellow students	10%	
Attendance & Participation	10%	April 8

Week		LECTURE/WORKSHOP	Assignment Due	%
13	Jan 14	Oral Presentations		
14	Jan 21	Figures & Tables & Statistics	oral presentations	10%
15	Jan 28	Using Power Point and Keynotes	oral presentations	
16	Feb 4	Visual Literacy	oral presentations	
17	Feb 11	Layout & Design	oral presentations	
18	Feb 18	Writing Style	you tube video	20%
<b>Reading Week</b>				
19	Mar 4	Creative Writing Techniques		
20	Mar 11	Editing		
21	Mar 18	Magazine Workshop		
22	Mar 25	Group Presentations	magazine due	60%
23	Apr 1	Group Presentations		
24	Apr 8	Debriefing	attendance	10%

### Assignments:

- Oral Presentation (10%): January 21 to Feb 11**  
 Students will speak for 5 minutes on the environmental topic of their choice. This talk will be video taped and student will receive immediate feedback from the instructor and from a small group of students. No notes or power point is allowed for this presentation.
- YouTube Video (20%): February 18**  
 Each student will design a 2-3 minute youtube presentation (using Quick Time and either Keynotes or Power Point based on a science topic of your choice. Please have topic approved by Instructor before proceeding. Evaluation will be based on creativity, visual design elements, content accuracy, and appropriateness of the presentation for the intended audience.
- Magazine (60%): March 25**  
 Students working in groups of 4-6 will design a magazine on a specific environmental topic (of their choice) intended for a specific audience (group decision). Magazines will be based on existing magazines that are appropriate for the topic and audience (such as National Geographic, Time, Maclean's, The Economist, Forbes, Women's Health, Reader's Digest, The Walrus, Owl, etc.). Students will receive a group grade (20%) for the final magazine and individual grades (10%) for their specific articles and other contributions. Group will be asked to keep a process learning portfolio to hand in with the magazine (10%) and to present their magazine to the class in the form of an oral presentation for which they will be marked individually (10%). The final 10% of the grade will be from fellow students in the group.

**MyLearning:** Grades and assignments will be listed on myLearning. Students can use this resource for group discussions.

### Department and/or Course Policies:

Attendance and participation in class is mandatory and will be assessed as part of the final grade. Assignments are expected to be presented/handing in on time. Late assignments will be accepted except for Assignment 2 above.

### University Policies

#### Academic Integrity:

Academic dishonesty, which includes plagiarism and cheating, is an extremely serious academic offence and carries penalties varying from a 0 grade on an assignment to expulsion from the University. Definitions, penalties, and procedures for dealing with plagiarism and cheating are set out in Trent University's *Academic Integrity Policy*. You have a responsibility to educate yourself – unfamiliarity with the policy is not an excuse.

You are strongly encouraged to visit Trent's Academic Integrity website to learn more:  
[www.trentu.ca/academicintegrity](http://www.trentu.ca/academicintegrity).

**Access to Instruction:**

It is Trent University's intent to create an inclusive learning environment. If a student has a disability and/or health consideration and feels that he/she may need accommodations to succeed in this course, the student should contact the Disability Services Office (BL Suite 109, 748-1281, [disabilityservices@trentu.ca](mailto:disabilityservices@trentu.ca)) as soon as possible. Complete text can be found under Access to Instruction in the Academic Calendar.

Please see the **Trent University academic calendar** for University Diary dates, Academic Information and Regulations, and University and departmental degree requirements.

**Last date to withdraw** from Winter half credit courses without academic penalty in 2011 is March 11, 2011.