

Global Partners in Science Communication

Sample 14-day syllabus

Day 1

7:00 – 7:30 pm	ORIENTATION TO BANFF Things you need to know about your two week stay at the Banff Centre.
7:30 pm	INTRODUCTIONS Welcome! It all starts here. You will hand in your pre-course assignments and get a binder with the syllabus and bios. We'll welcome you, provide a brief overview of how the two weeks will unfold and go over a few key ideas that will help set the tone for the next two weeks
8 pm	ART OPENING RECEPTION The exhibition of visuals and artworks is created by the images you have brought. Each guest exhibitor (that's <i>you</i>) will interpret the strength and messages of the visual communication for the assembled audience, and tell something about yourself in the process. Reception to follow.

Day 2

9 – 9:10 am	PROGRAM GOALS Before we dive in, we will spend 10 minutes to go over the goals of the program and why it is shaped the way it is. We have choreographed this two-week experience with some care. However, because you are you, the program feels different every year! Never hesitate to ask, throughout the two weeks, if you have questions about any of the sessions, assignments or expectations.
9:15 am – 10:30 am	GETTING STARTED: ELEVATOR PITCH PART ! In this session, we will begin by having participants prepare an “elevator pitch” and editing/practicing them in groups of three. We will record each person on videotape presenting his or her elevator pitch (we will come back to these later in the program).
10:45 am - noon	CONTEXT This discussion draw out the reasons WHY people feel science communications is important, and HOW we can be more creative in the ways we engage the public in science stories. We will stress one aspect of the importance of science communication that reaches much more deeply than any single motivation: that it is part of our culture. Science communications is a profession with a history of challenges concerning accuracy, visuals, sound, and the thirst for more creativity, larger audiences, means of engagement, and impact. A quick rundown of traditional issues that have created some challenges will be summarized. This session sets the stage for the next two weeks by opening up the prospect of tackling these communications challenges with creativity and passion.

1:30 - 4 pm	<p>BLUE SKY ASSIGNMENT: Building Creativity</p> <p>You will work on a series of exercises designed to cast off the formulas for science communication that we all carry with us. This is an important starting point: to find an original or non-traditional way of engaging audiences with science by considering all of the different perspectives that audiences bring to science.</p> <p>We will work as individuals and in groups to help each other shape the boldest ideas, appealing to all of the senses, and imagining ideas that are remarkable, memorable, and impressive!</p>
4-5 pm	<p>FACULTY CHAT</p> <p>We will gather on the 6th floor patio of Lloyd Hall, to get the lay of the land and learn a thing or two about breathing creativity into science communications. You will hear from each of the faculty members so you know who is a resource for you over the next two weeks.</p>
7-9 pm	<p>HANDS-ON TEAM-BUILDING CERAMICS SESSION</p> <p>We will join Ed Bamiling, a master ceramist at The Banff Centre. Ed has developed a workshop working with clay that leads participants through a creative process that promotes working with others, and explores contributions to group dynamics.</p>

Day 3

9 am – noon	<p>PERSONALIZING THE IMPERSONAL</p> <p>Science communication often focuses primarily on getting the science right, but at its best probes the profound and personal questions about being human. This session will ask you to ask yourself, why does science matter to you? Why should it matter to anyone else?</p>
1-2:30 pm	<p>MATCHING AUDIENCE, MEDIUM AND MESSAGE</p> <p>This morning, it was all about the personal at the heart of science stories. This afternoon, we get strategic – and empirical. Science communications needs to involve the empirical rigour of science itself. We will divide into groups to understand different kinds of audiences (print, web, live) and will come together to discuss ideas on how best to understand them.</p>
2:30 pm	<p>GROUP PHOTO</p>
3-5 pm	<p>PRIMER: SCIENCE ON SCREENS</p> <p>We'll spend this session at a pixel buffet of science on television and the internet.</p>
7 – 9 pm	<p>IMPROV NIGHT Followed by reception</p>

Day 4

9-10:30 am	PRIMER: SCIENCE IN THE PRINT MEDIA After a brief primer on science writing basics, we will collectively write a news story.
10:45 am - noon	HOW TO PITCH
1-5 pm	SCIENCE JOURNALISM ASSIGNMENT In this second assignment, the sky is not the limit. You will be asked to sharpen your focus and ideas on a specific science news story that you have been thinking about. Then, you will be required to write an article with limited resources and under strict time constraints. You will have a deadline of 5 pm to write a print story. This should be a story that you are genuinely interested in, and think is worth telling. You will also get editorial feedback and be able to revise according to the schedule below. The final articles will be collected and copied into a booklet for participants and funders.
7:30 pm	PUBLIC TALK

Day 5

9-10:45 am	PODCASTING 101 In this session, we ask participants to take the first hour to find examples of compelling science podcasts. We will then gather to discuss what works well and why.
11 am-noon	BRINGING AUDIENCE AND YOUR VOICE TOGETHER This is an hour devoted to you. Try to find a balance between your voice – what makes you unique in the realm of science communications – and the audience-driven nature of the beast. Think of it as a session to find your personal brand in a competitive marketplace of 7 billion.
1:00 – 2:30 pm	BRILLIANT BRANDS WORKSHOP This short workshop sets the stage for the challenge that lies ahead – to land on a focus for your group project in a very short period of time. You will work in small groups to find and examine examples of what a distinct and focused identity looks like.
2:30 – 3 pm	GROUP PROJECT ASSIGNED You will be put into groups to come up with an original science communications project. Over the next week, you will research, develop, produce, polish and rehearse the public presentation of your project. It could be a TV show, a nation-wide

	challenge, an app, maybe a fishing news web site, a kids' program, a crisis intervention campaign, or pilot. Anything goes. All groups will develop the same elements that provide a compelling overall framework via a web site.
3 – 5 pm	GROUP PROJECTS Meet with your group and faculty in your breakout rooms.
7 – 9 pm	FEEDBACK ON SCIENCE JOURNALISM ASSIGNMENT Reception to follow

Day 6

9 – 10:45 am	PRIMER: SCIENCE AND THE SOCIAL WEB This is another “best of the best” survey of inspirational examples of science on the Internet.
11 am – 3 pm	PREPARING FOR PITCH SESSION You will get ready to present your group project idea to the faculty members. Focus on the original work of science communications you would like to conceive and prototype. Provide an outline of the idea, the need it will meet, the brand or emotion that this initiative will embrace, audience and key components.
3 – 5:30 pm	PITCH SESSION This is a pitch session to try out your ideas on the faculty as a whole and get feedback on the aspects that merit development. Each group will have 30 minutes to present ideas to faculty. The constructive feedback will help you move on to prepare the first assignment.
7:30 pm	HOT SPRINGS NIGHT Don't let the title of this session deceive you, this is a night of learning interviewing skills with a special guest brought to us by NSERC, Dr Masaki Hayashi. It just so happens that this scientist is a Canada Research Chair in hydrology and knows a thing or two about hot spring life. Yes, a trip to the hot springs can follow!

Day 7

9 am - noon	CREATIVE FRONTLOADING All elements of your project will be influenced by your brand. So, today, you get started on all of the cocktail napkin creativity that will eventually come together in your graphic, visual and audio works. This is a day of pure brainpower. The more clear your brand (think: emotion) the more magical it will be to make good decisions in the execution of the creative process. There are two things to execute today and two things to start to think about.
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	<p>1) DESIGNING YOUR LOGO</p> <p>We don't expect to turn you into a graphic designer but you have to understand how design works emotionally in order to understand that visual processing should affect every choice you make about your project. Graphic designers on staff will work with you in groups throughout the day. Your first task is to send your designer off with some logos ideas.</p> <p>2) CREATING WEB SITE WIREFRAME</p> <p>Participants will outline the flow, text and visuals in their projects by laying out a web site map, with input from faculty. This is a high level view of what you want to communicate. You don't need to know the details of your podcast, video and text elements you will create – you just need to figure out what the overarching story is that you want to tell.</p>
1 – 1:30 pm	<p>3) VIDEO PRODUCTION AND STORYBOARDING OVERVIEW</p> <p>4) PODCAST PRODUCTION AND STORYBOARDING OVERVIEW</p>
1:30 – 5 pm	WORKING AFTERNOON
7 pm	<p>SCIENCE WALK (OPTIONAL)</p> <p>This evening starts with a primer on interviewing skills. Weather permitting, we will lead an evening walk to the animal overpass where researchers are gathering data, and we will stop for ice cream and/or beer on the way back.</p>

Day 8

9 am – 11 am / 11 am – 1 pm	<p>DRIVING TOUR (TWO ROUNDS)</p> <p>Two groups will go out at a time.</p> <p>This morning-long driving tour doubles as a location scouting foray. Wear good walking shoes and bring a backpack for your picnic lunch.</p>
2 – 5 pm	<p>STORYBOARDING YOUR VIDEO AND PODCAST</p> <p>Check in at 2 pm to see how the morning scouting went.</p> <p>Starting tomorrow, all groups will go into production.</p> <p>For the video, you need to complete:</p> <ul style="list-style-type: none"> • Storyboard • Shot list <p>For the podcast, you will need to collect:</p> <ul style="list-style-type: none"> • script • music • sound effects

	<ul style="list-style-type: none"> interview clips (if relevant)
7 – 9 pm	<p>CHECK IN</p> <p>THEN ONE-ON-ONE EDITING SESSIONS WITH FACULTY</p> <p>Everyone to check in at 7 pm at Kinnear 203 for a quick catch up on the day, and to make sure you will be prepared for your creative work tomorrow.</p> <p>Then, faculty members will provide feedback on the second draft of the writing assignments in one-on-one sessions. Final drafts must be handed in by 9 am on Wednesday morning.</p>

Day 9

9:00 am – 5 pm	<p>Groups 1 and 2</p> <p>AUDIO PODCASTING</p> <p>Two groups will write, record and edit their podcasts today, as follows (guidelines only!):</p> <p>9 - 10 am: Orientation 10 am - noon: Script writing noon - 3 pm: Recording (in Rice audio booth) 3 - 5 pm: Editing</p>
9:00 am – 5 pm	<p>Groups 3 and 4</p> <p>TELEVISION/VIDEO SHOOTING</p> <p>Two groups will finalize their shot lists and will spend the day shooting their videos.</p>
7-9 pm	<p>INTERVIEW AND PRESENTATION SKILLS WORKSHOP</p> <p>The camera's on you again! Tonight, we will look at the elevator pitch videos that were taped on the first day of the program, and have people re-pitch with the insights they have gained in the first week. The pitches will be played back to the group so all can see what is making a difference for each individual.</p>

Day 10

9:00 am – 5 pm	<p>Groups 3 and 4</p> <p>AUDIO PODCASTING</p> <p>Two groups will write, record and edit their podcasts today, as follows (guidelines only!):</p> <p>9 - 10 am: Orientation</p>
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	10 am - noon: Script writing noon - 3 pm: Recording (in Rice audio booth) 3 - 5 pm: Editing
9:00 am – 5 pm	Groups 1 and 2 TELEVISION/VIDEO SHOOTING Two groups will finalize their shot lists and will spend the day shooting their videos.
7 pm	DAILY CHECK-IN All participants and faculty gather for a 30 minute check-in. Bring your binder to do the group norms questionnaire, if you have not done so already. We will spend 30 minutes discussing the group teamwork process and what is gained (or lost) by group work. We would like to discuss for 5 minutes or so with each group for about your presentation and room set-up requirements. A free evening then follows!

Day 11

	CATCH UP ON SLEEP, GO UP TUNNEL MOUNTAIN, HAVE A LATTE IN TOWN
10:00 am – 6 pm	Groups 3 and 4 TELEVISION EDITING Groups 1 and 2 INDIVIDUAL MEETINGS WITH FACULTY Participants are putting the final touches on their projects and preparing to present them tomorrow. Throughout the day, faculty will meet with participants one-on-one to discuss the projects they would like to undertake (pre-course assignment). There will be a sign up sheet for these sessions.
7 pm	ART NIGHT We will discuss options for this evening depending on what is playing at the Banff Centre

Day 12

8:45 am	WRITING ASSIGNMENT DUE Final draft due – bring to morning session.
9 – 10:00 am	OPTIONAL WORKSHOPS

	<p>The option is here to work in small groups on different special interests:</p> <ol style="list-style-type: none"> 1) Voice coaching 2) Using metaphor and analogy 3) Polishing your elevator pitch 4) Interviewing skills 5) Other?
10:00 am – 6 pm	<p>Groups 1 and 2 TELEVISION EDITING</p> <p>Groups 3 and 4 INDIVIDUAL MEETINGS WITH FACULTY</p> <p>Participants are putting the final touches on their projects and preparing to present them tomorrow.</p> <p>Throughout the day, faculty will meet with participants one-on-one to discuss the projects they would like to undertake (pre-course assignment). There will be a sign up sheet for these sessions.</p>
7 pm	FREE EVENING

Day 13

9 am – noon	<p>FINAL PRESENTATION SET UP</p> <p>Posters, flyers, memos, or other notices for audiences relevant to your project should be up and about.</p>
1 – 2 pm	<p>GROUP PRESENTATION</p> <p>Project work is presented to colleagues and invited guests</p>
2 – 3 pm	<p>GROUP PRESENTATION</p> <p>Project work is presented to colleagues and invited guests</p>
3 – 4 pm	<p>GROUP PRESENTATION</p> <p>Project work is presented to colleagues and invited guests</p>
4 – 5 pm	<p>GROUP PRESENTATION</p> <p>Project work is presented to colleagues and invited guests</p>

5 – 6 pm	CHAMPAGNE RECEPTION
7-9 pm	STORYTELLING HOUR This is storytelling time, where participants and faculty can share their stories, bringing in all that we have learned about creativity and focus.

Day 14

9 – 10:15 am	WRITTEN PROGRAM EVALUATION We ask that you to take this hour, before we get going on the final day, to complete the evaluation form. It is very important for future planning and we value the feedback on your experiences and suggestions for improvement.
10:15 am – 12:15 pm	PANEL DISCUSSION OF GROUP PROJECTS Feedback on the projects will be provided by the panel of evaluators. Additional comments from faculty and participants are also encouraged.
1:00 – 2:00 pm	THE FINAL HOUR What have we learned?
2:00 – 7 pm	WIND DOWN TIME Hike, anyone?
7 pm – 1 am	DINNER, DANCE AND TALENTS A not-so-formal formal wrap-up dinner, is followed by an extremely not-formal talent show and dancing mayhem. Bring your musical instruments, poetry, spoken word, gymnastic pyramids for an evening of entertainment that we provide for each other!