Visual Communication of Science (ANG5931/ANT3930)
Syllabus – Fall 2025

Classes: **MWF 10:40am-11:30am (6th period)**
Dauer Hall 342

Instructor: **Dr. Valerie Burke DeLeon**
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University of Florida
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Office hours: Turlington B374; Monday 2pm-4pm and by appointment

Course Description: Who is the audience for our scientific research? How can we share the intent and outcomes of the work that we do in a meaningful way? As scientists, we usually think that the research we do is interesting and even important! The potential value of that work depends on our ability to share our research with others. Traditionally, we report our work through publications and conference presentations. More recently, greater emphasis has been placed on science communication. Our work has a greater value for society if we are able to share the significance and broader impacts of our research with the widest possible audience. Visual forms of communication provide a powerful tool for capturing the interest of your audience and efficiently conveying information. In this course, we will develop strategies and practical skills for the visual communication of science.

Student Learning Objectives:

Upon successful completion of this course, students will be able to:

1) Use **natural language** to describe the purpose, results, and significance of a research study.
2) Use the features of **storytelling** to engage the attention of an audience and improve understanding and recall of study outcomes.
3) Design **digital and other visual media** to capture the attention of an audience and convey information in an efficient and effective way.
4) Demonstrate **practical skills** to produce and distribute different forms of visual media, including infographics, 3D models, and animations.

Course Materials:

All readings and required materials will be provided for you on Canvas. In addition, we will use different software packages to produce visual media. All required software is available to you for free download on your own computer. In addition, graphics-optimized computers are available for your use in the UF Libraries and the DeLeon Lab (by appointment).

Grading: Grades are based on weekly assignments and three projects.

Weekly Assignments (40%): Some activities will be assigned for you to complete outside of class. Details are provided in Canvas. These activities are expected to require 1-3 hours of effort in a given week. Most of these will contribute to progress on class projects.

Class Projects (60%): You will complete three projects demonstrating design and production skills for visual media. Each of the three projects is worth 20% of your final grade. Depending on the goals of the students in the class, the three projects are most likely to be: 1) an infographic; 2) a 3D model; and 3) an animation. Projects will be presented and critiqued in class.

Course Policies

This course complies with all UF academic policies. For information on those polices and for resources for students, please see **this link**.
(The URL is https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/.)

Communication: Email is the best way to reach Dr. DeLeon (vdeleon@ufl.edu). Please use "#SciCommViz" in the subject line.

Attendance: Please communicate with me if you will miss class or any assignments! Our learning environment depends heavily on discussion, and each student has a responsibility to attend and contribute to the class. Attendance is required; but if you are ill, please stay home. If you have to miss a class, please try to make arrangements in advance. Repeated, unexcused absences will each result in a grade deduction of five (5) percentage points.

Course Schedule:

Topics	Graded Work	DUE
Week 1: Introductions	none	na
Week 2: Science and Storytelling	Science Stories	Wed Aug 27
Week 3: Infographics	MLK Holiday NO CLASS	Mon Sep 1
	Hall of Fame	Wed Sep 3
Week 4: Graphic Design	Project #1 Plan	Mon Sep 8
Week 5: Workshop	Project #1 Draft Assets	Mon Sep 15
Week 6: Critiques	Project #1 Final	Mon Sep 22
Week 7: 3D Models	Hall of Fame	Mon Sep 29
Week 8: 3D Software	Project #2 Plan	Mon Oct 6
Week 9: Workshop	Project #2 Draft Assets	Mon Oct 13
	Homecoming NO CLASS	Fri Oct 17
Week 10: Critiques	Project #2 Final	Mon Oct 20
Week 11: Animations	Hall of Fame	Mon Oct 27
Week 12: Animation Software	Project #3 Plan	Mon Nov 3
Week 13: Independent Work	none	na
Week 14: Measuring Impact	Project #3 Draft Assets	Mon Nov 17
Week 15: Thanksgiving	Thanksgiving NO CLASS	na
Week 16: Critiques	Project #3 Final	Mon Dec 1

Disclaimer: This syllabus and schedule represent an initial plan for the course. As we go through the semester, this plan may need to change to adapt to student interests. Readings are subject to change. All changes will be announced in class and on Canvas and will be made available as promptly as possible.