

Visual Communication of Science (ANG 6930)

Syllabus – Fall 2022

Classes: Tuesday 12:50pm-2:45pm (6-7 periods)
Thursday 12:50pm-1:40pm (6 period)
TUR 1208H

Instructor: Dr. Valerie Burke DeLeon
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University of Florida
352-294-7602

Email: vdeleon@ufl.edu

Office hours: Turlington B374; TBD 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. Grading in this class is consistent with UF policies available at: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

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. If you have to miss a class, please make arrangements in advance. Repeated, unexcused absences will each result in a grade deduction of five (5) percentage points.

Course Evaluations: You are encouraged to share your opinions at any time with Dr. DeLeon in person or by email. In addition, students are expected to provide feedback on the quality of instruction in this course by completing online evaluations in Canvas. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Accommodations. Students who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Visit <https://disability.ufl.edu/get-started/> to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

University Policy on Academic Misconduct: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

UF Resources

- **University Police:** The UF police are together for a safe campus. 392-1111 (or 9-1-1 for emergencies); <http://www.police.ufl.edu/>.
- **Career Connections Center:** (352-392-1601 | CareerCenterMarketing@ufsa.ufl.edu) Connects job seekers with employers and offers guidance to enrich your collegiate experience and prepare you for life after graduation.
- **Counseling and Wellness Center:** (352-392-1575) Provides both crisis and wellness services including a variety of workshops throughout the semester (e.g., Yappy Hour, Relaxation and Resilience).
- **Disability Resource Center:** (DRCaccessUF@ufsa.ufl.edu | 352-392-8565) Helps to provide an accessible learning environment for all by providing support services and facilitating accommodations, which may vary from course to course. Once registered with DRC, students will receive an accommodation letter that must be presented to the instructor when requesting accommodations. Students should follow this procedure as early as possible in the semester.

- Multicultural and Diversity Affairs: (352-294-7850)
Celebrates and empowers diverse communities and advocates for an inclusive campus.
- Office of Student Veteran Services: (352-294-2948 | vacounselor@ufl.edu) assists student military veterans with access to benefits.

Course Schedule

Month	Date	Day	Topic
Aug	25	Th	Introductions
Aug	30	T	Assignment: Choose Research Topics
Sep	1	Th	Discussion: Natural Language
Sep	6	T	Discussion: Science and Storytelling
Sep	8	Th	Discussion: Infographics
Sep	13	T	Assignment: Infographics
Sep	15	Th	Discussion: Intro to Graphic Design
Sep	20	T	Assignment: Choose a Study and Plan an Infographic
Sep	22	Th	Discussion: Dissemination
Sep	27	T	Assignment: Draft assets
Sep	29	Th	Discussion: Troubleshooting Software
Oct	4	T	Project #1 (Infographic) Critiques
Oct	6	Th	Discussion: 3D Models
Oct	11	T	Assignment: 3D Models
Oct	13	Th	Discussion: Intro to Modeling Software
Oct	18	T	Assignment: Choose a Study and Plan a 3D Model
Oct	20	Th	Discussion: Dissemination
Oct	25	T	Assignment: Draft assets
Oct	27	Th	Discussion: Troubleshooting Software
Nov	1	T	Project #2 (3D Model) Critiques
Nov	3	Th	Discussion: Animations
Nov	8	T	Assignment: Animations
Nov	10	Th	Discussion: Intro to Animation Software **
Nov	15	T	Assignment: Choose a Study and Plan an Animation
Nov	17	Th	Discussion: Dissemination
Nov	22	T	Discussion: Troubleshooting Software
Nov	24	Th	THANKSGIVING – No Class
Nov	29	T	Assignment: Draft assets
Dec	1	Th	Discussion: Measuring Impact
Dec	6	T	Project #3 (Animation) Critiques

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.