

Final presentation instructions FA18

Objectives

- To demonstrate practical communication skills, with particular emphasis on effective speaking, writing and exhibiting on science to a variety of audiences

Instructions

For scientific ideas and knowledge to be applied and utilized outside of academia, scientists need to be able to effectively communicate them to a variety of audiences. In a world where our attention is increasingly valuable and competed for, the ability to communicate in an effective, innovative and engaging manner becomes increasingly important. The purpose of this task is for students to learn important skills for effective science communication. This includes to be able to identify and characterize the target audience; distilling the relevant information to be communicated; and apply effective ways to deliver and receive information.

The task is to communicate the research project and work done during the semester to an audience of students and faculty at the End of Semester Showcase, in a suitable and effective way. Part of the task is to reason and decide upon how to do the showcase. For example, it could be by creating a poster, a video, or using other means. As part of the assignment the students should in addition to the actual presentation also write a brief explanation (1-2 pages, double spaced) outlining the process and reasoning behind the final outcome and why you choose to communicate it as you did. The report should be handed in after the showcase and also include a brief evaluation and reflection on how the presentation worked out during the showcase.

You should run your ideas by me beforehand and get my approval. This should be done no later than December 3rd. The written report should be handed in by December 13th.

Grading

This is a team work, and the students will be graded together. The grading is broken down as follows:

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| Ideas run by me on time | 10% |
| Research <i>How much depth of information does the presentation convey? Is there a critical analysis?</i> | 40% |
| Presentation <i>Is the form of presentation suitable? Is it done with effort and style? Is it captivating? Does it include effective storytelling? Is it easy to follow and understand for the target audience?</i> | 30% |
| Written report <i>Is the process and reasoning behind the approach clearly outlined? Are the target audience defined? Is there a reflection regarding comments, feedback and learning experiences during the actual showcase?</i> | 20% |
| Total | 100% |