



Module Specification

Creative Science Communication and Public Engagement

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Part 1: Information

Module title: Creative Science Communication and Public Engagement

Module code: USSKNS-15-M

Level: Level 7

For implementation from: 2024-25

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Health, Science & Society

School: CHSS School of Applied Sciences

Partner institutions: None

Field: Applied Sciences

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: Yes

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module will support students to develop knowledge and skills to devise and plan creative science communication and public engagement projects at a professional level, informed by the forefront of academic and professional practice.

Features: This is a CPD module.

Educational aims: This module aims to develop students' critical understanding and skills in contemporary creative science communication and public engagement

practice at a professional level. Students will gain competencies in developing creative ideas into viable projects, developing sound judgement and critical reflection, and drawing on the key concepts, theories and research which ground practice at the forefront of the field.

Outline syllabus: Students will develop skills focused around embedding creativity, inclusivity and evaluation into contemporary science communication and public engagement practice. Students will be encouraged to reflect on how cutting-edge theory and research can inform science communication and public engagement practice, as well as drawing on, sharing, and reflecting on their own practice. Within this framework, the exact topics covered may change from time-to-time to reflect up to date developments in science communication and public engagement practice, but may include, for example, creative idea development, inclusivity and accessibility, project planning and management, presentation and facilitation skills, project evaluation.

Part 3: Teaching and learning methods

Teaching and learning methods: The module will be taught online in a variety of formats appropriate to the topics covered, which may include, for example, narrated presentations, self-directed learning activities, suggested readings, problem-based learning, as well as interactive modalities such as discussion forums, and wikis. The majority of learning will be self-paced and asynchronous, with regular opportunities for tutor feedback either asynchronously or in live online seminars. Students will be expected to develop advanced knowledge in one or more aspects of course content through independent study and reflexive practice.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Apply current best practices to develop original creative science communication and public engagement ideas into viable projects at a professional level.

MO2 Critically reflect on their own and others' practice, informed by the forefront of science communication and public engagement theory, research and professional practice.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/usskns-15-m.html) via the following link <https://uwe.rl.talis.com/modules/usskns-15-m.html>

Part 4: Assessment

Assessment strategy: Assessment 1: Written Assignment

This module is assessed via a 2000 word written assignment consisting of a 1,500 word grant application and an accompanying 500 word critical reflection.

The grant application will be modelled on a tender or grant opportunity and will outline a proposed creative science communication or public engagement activity.

The critical reflection will evidence the creative development of the project idea and engagement with and critical reflection on the areas of practice, theory and research covered in the module.

Students will be supported to succeed in this assessment through structured formative feedback on the development of their idea for their science communication or public engagement project.

Assessment tasks:

Written Assignment (First Sit)

Description: Grant application and reflection (2000 words).

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Written Assignment (Resit)

Description: Grant application and reflection (2000 words).

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Part 5: Contributes towards

This module contributes towards the following programmes of study: