Creative Scientific Writing & Content Creation

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Aim

The aim of the course is to learn techniques of writing and creative content creation in order to communicate science to others. Basic and intermediate techniques of scientific writing, creative writing, and multimedia content creation (i.e., animated videos, infographics, posters, figures) will be mastered through practical projects.

Learning outcomes, competencies:
knowledge:

- Knows different techniques of scientific writing and creative writing.
- Knows the rules (i.e., authorship, references) behind scientific writing and content creation.
- Knows different platforms and software that can be used to create content or support writing.

skill:

- Able to clearly communicate scientific content visually (i.e., figure, picture, poster, video, etc.) or in a written form.
- Able to use platforms and software related to content creation or writing.
- Able to create scientific and/or creative text and content by applying various techniques.
- Communicates differently and adaptively for a professional or a general audience.

attitude:

- Seeks to cooperate with others and solve problems in a team.
- Evaluates and interprets the relationship of practice and theory with reflectivity. Expresses him/herself persuasively and correctly.
- Opens to new professional results and the application of these results.
- Opens to create and be innovative.

autonomy - responsibility:

- Consciously takes response for his/her knowledge.
- Mindfully develops his/her writing and content reading skills.
- Responsibly creates and shares content.

Main themes

- Forms of writing (e.g., creative writing, scientific writing, mixed writing, other forms of writing)
- Forms of content (e.g., animated videos, educational videos, blogs, posts, posters, figures, etc.)

- Creative content creation (e.g., platforms and software to create content)
- Techniques and rules of scientific writing (e.g., APA style, analysis and synthesis, thematic sentences, etc.)
- Practical projects: scientific writing and content creation
- Practical projects: creative writing and content creation
- Practical projects: mixed

Teaching and learning methods

- Projects individually, in pairs, or in small groups
- 3-minute presentation
- Coaching techniques

Evaluation

Requirements

1. Active participation during the course
2. Accomplishing projects
3. 3-minute presentation(s) about the projects

Form of requirement

- Practical grade

Aspects of requirement

- Efforts put in the accomplishment of the project(s)
- The application of various writing techniques learned during the course
- The application of a content creation technique
- Performing quality work in projects, not quantity!

References

References will be published at the end of the presentation slides (uploaded in Canvas).