



Course Title: Designing Powerful Communication			
Course Number	EVDS 502		
Pre/Co-Requisites	None		
Instructor Name	Dr. T.P. Keenan	Instructor Email	keenan@ucalgary.ca
Office Location	PFB 4184		
TA Name	n/a	TA Email	
Class Dates	SAPL Block Week		
Class Times	9:00am to 5:00 pm Monday to Friday		
Class Location	PF 2165		

Course Information / Description of the Course
Accurate and persuasive communication is becoming increasingly vital to accomplish our goals, whether they are to present research, defend a thesis, or make a compelling argument in the workplace. Participants will iteratively design professional quality oral presentations on a topic of personal interest. In addition to understanding the psychology of communication, students will learn how to determine which communication techniques are most appropriate for specific purposes.

Learning Resources
Required readings, textbooks and learning materials: Will be supplied on D2L.
Technology requirements (D2L etc.): Internet access with ability to view videos; D2L access.

Course Learning Outcomes

At the end of this course, students will be able to:

1. Understand the different goals of communication and the techniques appropriate for each.
2. Appreciate the psychological aspect of communications and some of the “hacks” related to them.
3. Know how to design a compelling presentation.
4. Understand how to “read an audience”
5. Have greater confidence in presentation skills through practice.

Assessment Components

Assessment Method	Description	Weight	Aligned Course Learning Outcome
Class participation	See below	50%	1,2,3,4,5
Daily presentations	Combination of individual and group work - 10% each day	50%	2,3,4,5

Assessment and Evaluation Information

Attendance and Participation Expectations:

Full attendance is expected, along with active engagement in discussions with classmates, guest lecturers and instructor. Participants must be prepared to give and accept constructive criticism. Some out of class homework should be expected.

Guidelines for Submitting Assignments: In class

Final Examinations: None

Expectations for Writing (<https://www.ucalgary.ca/pubs/calendar/current/e-2.html>):

Late Assignments: Not applicable; all work to be completed during block week.
 Criteria that must be met to pass: (e.g. whether or not a passing grade on any particular component of a course is essential if the student is to pass the course as a whole) No specific component must be passed to pass the course.

Grading Scale

Grade	Grade Point Value	4-Point Range	Percent	Description
A+	4.00	4.00	95-100	Outstanding - evaluated by instructor
A	4.00	3.85-4.00	90-94.99	Excellent - superior performance showing comprehensive understanding of the subject matter
A-	3.70	3.50-3.84	85-89.99	Very good performance
B+	3.30	3.15-3.49	80-84.99	Good performance
B	3.00	2.85-3.14	75-79.99	Satisfactory performance
B-	2.70	2.50-2.84	70-74.99	Minimum pass for students in the Faculty of Graduate Studies
C+	2.30	2.15-2.49	65-69.99	All final grades below B- are indicative of failure at the graduate level and cannot be counted toward Faculty of Graduate Studies course requirements.
C	2.00	1.85-2.14	60-64.99	
C-	1.70	1.50-1.84	55-59.99	
D+	1.30	1.15-1.49	50-54.99	
D	1.00	0.50-1.14	45-49.99	
F	0.00	0-0.49	0-44.99	

A student who receives a "C+" or lower in any one course will be required to withdraw regardless of their grade point average (GPA) unless the program recommends otherwise. If the program permits the student to retake a failed course, the second grade will replace the initial grade in the calculation of the GPA, and both grades will appear on the transcript.

Topic Areas & Detailed Class Schedule		
Course Schedule Date	Topic (subject to change)	Assignments/Due Dates
Monday Oct. 21, 2019	Communications theory, knowing your audience, topic selection, organization.	In class presentation
Tuesday Oct. 22, 2019	Psychological aspects, guest lecturer as exemplar. Balancing group presentations, playing to your strengths. Rehearsing. Overcoming language issues.	In class presentation
Wednesday Oct. 23, 2019	What's behind you (image selection, use of videos, etc.) Finding and critiquing great presentations. Catching "fake news" and bogus journals.	In class presentation
Thursday Oct. 24, 2019	Practice, practice, practice. A day devoted to honing your skills, with some interludes.	In class presentation
Friday Oct. 25, 2019	Building your reputation, guest lecturer on that topic, creation and feedback on presentations.	In class presentation

Media and Recording in Learning Environments
<p>Part 1</p> <p>University Calendar: https://www.ucalgary.ca/pubs/calendar/current/e-6.html</p> <p>Recording of lectures (other than audio recordings that are pre-arranged as part of an authorized accommodation) is not permitted.</p> <p>Students may not record any portion of a lecture, class discussion or course-related learning activity without the prior and explicit written permission of the course instructor or authorization from Student Accessibility Services. For any other use, whether by duplication, transcription, publication, sale or transfer of recordings, written approval must be obtained from the instructor for the specific use proposed. Any use other than that described above constitutes academic misconduct and may result in suspension or expulsion.</p> <p>Part 2</p> <p>The instructor may use media recordings to capture the delivery of a lecture.</p> <p>The instructor will notify all students and guests in the class that the event is being recorded. If a student or guest wants to take steps to protect privacy, and does not want to be recorded, the instructor will provide the individual (s) with an alternative means of participating and asking questions (e.g., passing written notes with questions). Students cannot be penalized for choosing not to be recorded in situations where participation is part of the course. Students must be offered other ways of earning participation credit that do not involve recording.</p>

Any video-recording would be intended to only capture the instructor and the front of the classroom. Students/other participants would not necessarily be visible on video recordings.

Special Budgetary Requirements

None.

University of Calgary Policies and Supports

ACADEMIC ACCOMMODATION

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services; SAS will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/. Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor. The full policy on Student Accommodations is available at <http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy.pdf>.

ACADEMIC MISCONDUCT

Plagiarism involves submitting or presenting work in a course as if it were the student's own work done expressly for that particular course when, in fact, it is not. Most commonly plagiarism exists when: (a) the work submitted or presented was done, in whole or in part, by an individual other than the one submitting or presenting the work, (b) parts of the work are taken from another source without reference to the original author, (c) the whole work (e.g., an essay) is copied from another source, and/or, (d) a student submits or presents work in one course which has also been submitted in another course (although it may be completely original with that student) without the knowledge of or prior agreement of the instructor involved. While it is recognized that scholarly work often involves reference to the ideas, data and conclusions of other scholars, intellectual honesty requires that such references be explicitly and clearly noted. Plagiarism is an extremely serious academic offence. Any suspicion of plagiarism will be reported to the Dean, and dealt with as per the regulations in the University of Calgary Graduate Calendar.

For information on academic misconduct and its consequences, please see the University of Calgary Calendar at <http://www.ucalgary.ca/pubs/calendar/current/k.html>

COPYRIGHT LEGISLATION:

All students are required to read the University of Calgary policy on Acceptable Use of Material Protected by Copyright (www.ucalgary.ca/policies/files/policies/acceptable-use-of-material-protected-by-copyright.pdf) and requirements of the copyright act (<https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>) to ensure they are aware of the consequences of unauthorised sharing of course materials (including instructor notes, electronic versions of textbooks etc.). Students who use material protected by copyright in violation of this policy may be disciplined under the Non-Academic Misconduct Policy.

FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY

Student information will be collected in accordance with typical (or usual) classroom practice. Students' assignments will be accessible only by the authorized course faculty. Private information related to the individual student is treated with the utmost regard by the faculty at the University of Calgary.

UNIVERSITY STUDENT APPEALS OFFICE: If a student has a concern about the course, academic matter, or a grade that they have been assigned, they must first communicate this concern with the instructor. If the concern cannot be resolved with the instructor, the student can proceed with an academic appeal, which normally begins with the Faculty.

<https://ucalgary.ca/student-appeals/>

More student support and resources (e.g. safety and wellness) can be found here:

<https://www.ucalgary.ca/registrar/registration/course-outlines>