

ESM 449: Environmental Communication Practicum

Spring 2018 | Bren Hall 3526, Fridays 11:00 am-12:30 pm

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Office Hours: by appointment (BH 4520)

COURSE OVERVIEW

Creating compelling editorial content is key to successful environmental communication—but it’s only half the story. You must also reach your target audiences, distribute your materials effectively, and ensure your message has its intended impact. As the capstone experience for the communication focus, this course is designed to give you opportunities to develop an outreach strategy, engage in audience research, develop creative content, or evaluate messages and tactics (depending on the nature of the project). The final deliverables are also intended to help you build your communication and media portfolio.

You will work closely with a client and create an environmental communication deliverable; you may also work on your own project. Each project must focus on something more than simply promotional work, however. You must develop and work toward a clear goal, such as raising awareness, promoting engagement, creating educational opportunities, or inspiring environmental stewardship. All students must select a client/project by April 9.

FORMAT

Workshops. This course will function as a “boutique environmental communication firm,” in that we will meet most weeks to discuss progress, learn skills, and adjust next steps. You are expected to actively engage in workshop sessions and offer constructive feedback.

Group Work & Advisors. Each group will determine their project’s goals and deliverables, with input from the client, and may be assigned 1-2 advisors to help develop strong final products. Each group should also select a project manager, who will be responsible for all communications between the group and their clients/advisors, including weekly updates.

ASSIGNMENTS & GRADING

The assignments are meant to help you make steady progress on your project; they are also designed to build upon each another. Submit all assignments on GauchoSpace and just turn in one assignment per group.

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| • Weekly Email Updates | Due every Wed | 10 pt. |
| • Updated SOW + Logic Model | Due 4/12 @ 7pm | 10 pt. |
| • Audience Analysis | Due 5/3 @ 7pm | 10 pt. |
| • Progress Update + Workshop Q | Due 5/10 @ 7pm | 10 pt. |
| • Draft Deliverables | Due 5/24 @ 7pm | 20 pt. |
| • Final Deliverables: | Due 6/08 @ 11am | 40 pt. |

CLASS SCHEDULE

- **April 6. Visioning Session / Logic Models.**
Begin to develop the purpose, goals, audience, and intended impact for your project.
- **April 13. NO CLASS.**
Contact your clients and set up your first meeting; schedule a meeting with Lisa to finalize scope of work, as needed.
- **April 20. Audience Research.**
We will discuss a variety of ways to learn about audience, with an emphasis on qualitative methodologies and psychosocial interviewing.
- **April 27. NO CLASS.**
Group Project Public Presentations. Good luck!
- **May 4. Design.**
We will review design basics, such as color, composition, perspective, layout, and other topics related to your projects. Be prepared with any design conundrums you're facing.
- **May 11. Workshop Session.**
Come prepared to discuss your project. Prepare several "key questions" on what you need feedback on.
- **May 18. NO CLASS.**
Work on your projects & meet with your clients/advisors.
- **May 25. Workshop Session.**
Come prepared to discuss your project. Prepare several "key questions" on what you need feedback on.
- **June 1. NO CLASS.**
Work on your projects & meet with your clients/advisors.
- **June 8. Final Presentations.**
BH 1414. You will present to the Bren community!

READINGS & ASSIGNMENTS

All readings and assignment instructions will be posted on Gauchospace. Check for weekly updates.