

5.0 credits

10.0 h + 20.0 h

Teacher(s) :	De Smedt Thierry ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	<ul style="list-style-type: none"> - To complete students - training in educational communication, and invite them to apply their theoretical and methodological understanding of the formation of knowledge mediation. - To give students the skills to design an education document in professional conditions by applying a systematic method. - To situate the input of a communications expert in the design, management and evaluation of a message or an educational discourse and relationships with the other professionals involved in the project. - To enable students to experience a concrete intervention in an institution (e.g. an enterprise, an association or an administration) as communications specialists.
Aims :	To design, produce and evaluate educationally oriented media discourses and messages (awareness-raising, prevention, clarification and training). <i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Content :	Content Methodology of the design and production of a hard-copy, audio-visual or multi-media educational document: <ul style="list-style-type: none"> - making contact; - analysing and defining the problem; - identifying the problems - communications components; - the document -s specifications; - choosing educational strategies and studying the variables concerned; - outlining and building the model; - producing it; - carrying out tests, and evaluating the effects. Methodology EXPOSÉS DIDACTIQUES, exercices in applying previously learned materials, and supervised group work: design and production of a discourse or document backing up an institution -s educational aims.
Other infos :	Assessment will focus mainly on how coherent the process of the document -s design is. Four criteria will be applied: the quality of the finished product, the application of theories relating to educational messages and discourses, the quality of project management, and a personal review of skills acquired. Work on designing experimental research may be extended in a report. Follow-up on the work extends throughout the year. Use of IT and audio-visual equipment. Plenary sessions require a room equipped for audio-visual and IT projection.
Cycle and year of study :	> Master [120] in Information and Communication > Master [60] in Information and Communication
Faculty or entity in charge:	COMU