

Faculty of Economic, Social and Political Sciences



COMU2286 Workshop on the design and evaluation of the education media

[10h+20h exercises] 4 credits

Teacher(s): Thierry De Smedt
Language: French
Level: Second cycle

Aims

To design, produce and evaluate media-based resources and messages for educational purposes (i.e. awareness raising, prevention, clarification and education).

Main themes

To complete students' training in educational communication, by inviting them to apply theoretical and methodological information in training in the mediation of knowledge.

To give students the skills to design an education document in professional conditions through the application of a systematic method.

To situate the input of a communications expert in the design, management and evaluation of an educational message or 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.

Content and teaching methods

Content

Methodology of the design and production of a hard copy, audio visual or multi media

Educational document:

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

Structured lessons and exercises in applying previously learned materials, and supervised group work: design and production of a resource or document backing up an institution's educational aims.

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

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 resources, 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.

Other credits in programs

COMU21/MS	Première licence en information et communication (Médiation des savoirs) (4 credits)	
COMU22/AM	Deuxième licence en information et communication (Analyse des médias)	
COMU22/MS	Deuxième licence en information et communication (Médiation des savoirs)	Mandatory
COMU22/RP	Deuxième licence en information et communication (Relations publiques et communication d'organisation) (4 credits)	
COMU2M1/MS	Master en information et communication (option médiation des savoirs) (4 credits)	Mandatory