Detailed Programme and Keynote Speakers

Day 1 (November 5th) | Welcome day - Science.com

14h00 - 15h00 | Registration

15h15 - 15h45 | Amphitheater

Welcome to SCoRE'17

Rector of UA

Director of DEP

Coordinator of CIDTFF

SCoRE'17 coordinators

SCoRe'17 at a glance

Cecília Guerra

Rita Tavares

15h45 - 16h30 | Amphitheater

Science.com

Joana Lobo Antunes

The role of Universities in science communication.

16h30 - 16h45 | Amphitheater

Welcome to Fábrica

Pedro Pombo

16h45 - 17h15 | Musidec
Coffee Break

17h15 - 18h45 | SCoRE'17 facilities

Guided exploratory visit to Fábrica Centro Ciência Viva de Aveiro

20h00 - 23h00 | Cais da Tosca restaurant

PubhD dinner at Cais da Tosca restaurant

The participants will have the opportunity to explain their individual project to other colleagues and mentors in an informal context. The talks must be at a "pub level", i.e., the idea is that you don't have to be an academic to understand the talks.

Day 1 | Welcome day - Science.com

Keynote speaker of the day

Joana Lobo Antunes coordinates the interface of ITQB NOVA (Instituto de Tecnologia Química e Biológica António Xavier of the NOVA University of Lisbon) with the outside world, through institutional communication, science outreach programs, training scientists in communication and acting as media relations. Also committed in doing research in Science Communication.

Dialogue and reflection about what is the role of Universities in science communication

Knowledge is created at Universities and research institutes, and it is the place where researchers and students of all ages discuss latest science advancements. In the last couple of decades, Universities and research institutes have become acutely aware of the need to better communicate with different parts of society and to open the doors and translate their knowledge to the untrained eyes and ears. Open days, science fairs, science talks, connection with museums and science centers have been some of the strategies adopted. Nevertheless, there seems to be difficulties to reach large audiences. Why is that and what can we, as researchers, contribute to the change we want to see in the world? And also, what is the role of Science Communicators in that endeavor?

Day 2 (November 6th) - InfoScience

9h00 - 10h30 | Amphitheater

InfoScience | Lecture

Aitor Eguinoa

Discussion about: what are infographics? What are they for?
How can they help us in research and dissemination?

10h30 - 10h45 | Coffee Break

10h45 - 12h00 | Amphitheater

InfoScience | Lecture

Aitor Eguinoa

Presentation and discussion about online tools to develop infographics.

12h00 - 14h00 | Lunch

14h00 - 15h30 | Math games room

InfoScience | Workshop

Aitor Eguinoa

To develop infographics based on academic projects (e.g., abstract, data)

The students will need PC, pencils and paper.

Software:

- Excel (if possible)
- "Tableau Public" (free) available at https://public.tableau.com/en-us/s/

Day 2 | InfoScience

15h30 - 15h45 | Coffee Break

15h45 - 17h00 | Math games room

Continuation

17h00 - 19h00 | SCoRE'17 facilities

NXT robot workshop | *Oficina dos Robôs*

Keynote speaker of the day

Aitor Eguinoa studied Sciences of Communication at the University of País Vasco (UPV-EHU). He has worked in the infographics department in many media channels, such as El Correo (Bilbao), La Nación (Argentina) and El País (Madrid). Since 2005 he is founder partner of Estudio 90 grados, which is an enterprise specialized in bringing graphic communication closer to areas not related to traditional media. Throughout these years he has received several international awards including one gold medal and two silver medals in the Malofiej Awards of infography. Since 2012 he teaches online infography in the Faculty of Communication of the University of Navarra.

Infographics: a tool to visualize your knowledge

What are infographics? What are them for? How can they help us in research and dissemination?

The infography is a tool based on the way our brain understands and processes data, which can help us to organize and hierarchize our ideas and to communicate our research projects and conclusions in a simple, attractive, easy to understand and to memorize way.

Before using this tool we must know the rules it is based on and which graphic codes should we use to respond graphically to the most common questions (What, Who, Where, When, How much, How and Why).

Different types of graphic visualizations will be presented, as well as examples and possible applications to scientific topics. We will first analyze the different steps to shape a specific content graphically. Besides that, we will see how

to select the most relevant data and ideas, how to arrange those ideas in a paper and how to give them a graphic hierarchy.

We will also comment on some free online tools that we can use to create our visualizations (Tableau, Inkscape, Carto DB…).

Day 3 (November 7th) - What's up Science?

9h00 - 10h30 | Math games room	Holography room
What´s up Science? | Lecture António Granado Discussion about differences between scientists and journalists and how science communication can be enhanced; constraints and how science institutions can help to bring better science to the general public (Groups 1 and 2)	**Mentoring** Individual work in the facilities with Mentors' support (Groups 3 and 4) The students will need PC, pencils and paper

10h30 - 10h45 | Coffee Break

10h45- 12h00 | Math games room	Holography room
What´s up Science? | Workshop António Granado To write a press release based on academic projects (e.g., abstract) (Groups 1 and 2) The students will need PC, pencils and paper	**Mentoring** Individual work in the facilities with Mentors' support (Groups 3 and 4) The students will need PC, pencils and paper

12h00 - 14h00 | Lunch

Day 3 | What's up Science?

Holography room	14h00 - 15h30 | Math games room
Mentoring Individual work in the facilities with Mentors' support (Groups 1 and 2) The students will need PC, pencils and paper	**What´s up Science? | Lecture** António Granado Discussion about differences between scientists and journalists and how science communication can be enhanced; constraints and how science institutions can help to bring better science to the general public (Groups 3 and 4)

15h30 - 15h45 | Coffee Break

Holography room	15h45 - 17h00 | Math games room
Mentoring Individual work in the facilities with Mentors' support (Groups 1 and 2) The students will need PC, pencils and paper	**What´s up Science? | Workshop** António Granado To write a press release based on academic projects (e.g., abstract) (Groups 3 and 4) The students will need PC, pencils and paper

17h00 - 19h00 | SCoRE'17 facilities

Prose and Science | 15min | Amphitheater

"Littoral Drift" video | 1h15min | Amphitheater

Hands on | 30min | *Mãos na Massa*

Keynote speaker of the day

António Granado is assistant professor of Journalism at Universidade Nova de Lisboa, where he coordinates the master's programs in Science Communication and in Journalism. From 1989 to 2010, he worked as a science journalist for Público, one of Portugal's main daily quality newspapers, where he also was science editor, sub-editor-in-chief, managing editor and online editor. From 2010 to 2014, he worked as the online editor for RTP, the Portuguese public broadcaster. He holds a MSc on Science Journalism from Boston University, in the US, and PhD on Communication Sciences from the University of Leeds, in the UK.

What's up Science?

The relationship between scientists and journalists has been improving in the last few years, mainly because both professional groups are starting to recognize and respect their different cultures. To understand how journalists work and what their expectations are when contacting sources is crucial to improve the connection of these different worlds and, ultimately, serve the people who want to know more about what happens in laboratories all over the world. In this short talk, I will be speaking about the differences between scientists and journalists and how science communication can be enhanced. From a newsroom perspective, I will also talk about the constraints science journalists face on a daily basis and how science institutions can help to bring better science to the general public.

Day 4 (November 8th) - FlashScience

9h00 - 10h30 | Amphitheater

FlashScience | Lecture

Malcolm Love

Discussion about filmmaking skills and how to apply them to tell the stories of science; about some of the hidden artfulness of successful filmmaking; and about some simple ideas that make a large difference when communicating science

Paulo Nuno Vicente

From the “abstract” to the “storyboard”

The students will need PC, pencils and paper

10h30 - 10h45 | Coffee Break

10h45 - 12h00 | Amphitheater

FlashScience | Lecture

Paulo Nuno Vicente

Rec/Stop: Video sequence exercise

The students must bring some recording device with HD quality (e.g.,smartphone, a still camera, or a video camera)

The students will need PC, pencils and paper

12h00 - 14h00 | Lunch

14h00 - 15h30 | Math games room

FlashScience | Workshop

Nuno Barbosa

Basic notions of film editing and animation. The students will film and edit their own short video.

The students must bring:

- some recording device with HD quality (e.g.,smartphone, a still camera, or a video camera);
- photos, videos, graphics, and/or animations that illustrate or are related to the project

Software:

- "Open Shot" (free) available at http://openshot.org/

15h30 - 15h45 | Coffee Break

15h45 - 18h00 | Math games room

Continuation

Keynote speakers of the day

Malcolm Love worked for the BBC as a programme maker (and occasional presenter) in London, Cardiff and Bristol where he became a senior producer for features and documentaries. He now works in three areas: as an independent producer; he teaches science communication at the University of West of England in Bristol; and he coaches people and groups to communicate on radio, TV and to speak in public. Malcolm is the British Council's lead trainer for the science communication competition 'Famelab International' which, each year runs masterclasses in communications in 33 countries and organisations around the world. Malcolm also presents 'Love and Science' a weekly radio show about science in the news and behind the news. He began 3 years ago to teach himself 'live DJ style presenting' and says he has nearly figured it out!

Science and the Art of Film

The democratization of filmmaking has been one of the most exciting and liberating developments in media of the last two decades. Now most people have the technical means (or knows someone who has the technical means), not only to make a film, but to broadcast it via the internet. This revolution has opened up so many more possibilities for science communicators. Now, almost anyone can make a film – but not everyone can make a compelling film, or a memorable film or one that makes an impact on viewers. Why is that? Because, after we have taken care of the technology, what we are left with is pure film making: choosing (or rather recognizing) a subject, framing shots, directing presenters, conducting interviews, recording clear sound, selecting and editing shots, creating a story, deciding how to transition

between one shot and another. This session explores these core filmmaking skills and applies them particularly to telling the stories of science. We reveal some of the hidden artfulness of successful filmmaking and look at the often simple ideas that make a large difference.

Paulo Nuno Vicente works as an Assistant Professor at Universidade Nova de Lisboa, where he coordinates iNOVA Media Lab, a research and development laboratory dedicated to immersive and interactive narrative, digital journalism, science communication, digital methods and information visualization. He started his career as a non-fiction multimedia storyteller. As a journalist and as a documentary filmmaker he has worked extensively across Sub-Saharan Africa, the Middle East and Latin America. In 2013, he founded Bagabaga Studios, an interdisciplinary co-op dedicated to digital media production and training. He holds a PhD on Digital Media (UT Austin Portugal) and he was a 2016 Fellow of the German Marshall Fund of the United States.

Science in Motion

It is simple to define climate change as an abstract process: human-produced carbon emissions are changing the composition of our atmosphere and warming the planet. It is less easy to make climate change comprehensible as a concrete personal and community experience for distinct stakeholders like policy makers, news media professionals and citizens. Why is that? That's because as humans we are hardwired for stories. We need a storyline. But what makes a story? And how can we merge narrative and visual elements in order to translate complex concepts? That's the story of this workshop. To be continued.

Nuno Barbosa is an Invited Assistant Professor at the Department of Communication and Art of the University of Aveiro. He has a Degree in Communication Design by the University of Aveiro and a Master's Degree in Multimedia Communication & Digital Audiovisuals, also by the University of Aveiro. He is also a producer / director and won some international awards: RØDE International Film Competition, Creative Macau – Sound and Image, Magnolius Music Video Competition.

Lights, camera, action!… and post-production

In this workshop, we will produce a short presentation video of the participants, using a lighting setup, a camera and video editing software. Some basic animation technics will also be introduced.

Before the workshop, the installation of a video editing software in the laptop computers of the participants is required: "Open Shot" (free) available at http://openshot.org/

Day 5 (November 9th) - HiScience

9h00 - 10h30 | Amphitheater

HiScience | Lecture

Alexandre Gamela

Discussion about how to use the best platforms to share our knowledge, and how to create narratives that are both compelling and effective? And how to use social media in our content production strategy?

The students will need PC, pencils and paper

10h30 - 10h45 | Coffee Break

10h45 - 12h00 | Amphitheater

HiScience | Lecture

Alexandre Gamela

Presentation and discussion about social networks and their potential to communicate science, according to different objectives and targets

The students will need PC, pencils and paper

12h00 - 14h00 | Lunch

Day 5 | HiScience

14h00 - 15h30 | Math games room

Mentoring

Individual work in the facilities with Mentors' support

Preparation of the oral presentations for the closing session.

The students will need PC, pencils and paper

15h30 - 15h45 | Coffee Break

15h45 - 18h00 | Math games room

Continuation

Keynote speaker of the day

Alexandre Gamela is a digital media producer with a Master Degree in Online Journalism, by the Birmingham City University. He has been a columnist in several online and traditional periodicals, such as PCGuia and Revista Gerador, and also as an Instructor at the University of Porto and FLAG, the latter in Digital Marketing. Currently he is a Digital Media Producer and Researcher in Science Communication. He has experience as a Content Producer in Plantas Invasoras in Portugal (http://invasoras.pt/en/) and in the Botanic Garden of the University of Coimbra.

How to get the best out of social media to communicate science

Social media have become the internet. Users share, comment, engage with content spread across multiple platforms, from Facebook to Twitter, in different formats, from gifs to videos. Researchers can be an authoritative voice amidst the chaos of misinformation and excessive information and directly interact with their audience. But how to use the best platforms to share our knowledge, and how to create narratives that are both compelling and effective? And how to use social media in our content production strategy? Identifying potential audiences, creating calls to action, analyzing engagement and using each social network characteristics are some of the steps needed for researchers to reach both wider and specific groups, either peers, communities involved in our projects or people in general.Social media for researchers is not about going viral, but rather to raise awareness, reach society in well known and widespread environments, and to get closer to other researchers and institutions working in our field of expertise.

Day 6 | Closing session

Day 6 (November 10th) - Closing session

9h00 - 10h30 | Amphitheater

Closing session

Oral presentation (maximum 5 minutes) of the individual projects.
The talk should be aimed at public in general, in order to contribute to public awareness about research in Education.

Oral presentations should preferably be accompanied by one of the products developed during the week.

The students will need a pc, projector and internet access.

10h30 - 10h45 | Coffee Break

10h45 - 12h00 | Amphitheater

Round table

Pedro Pombo
In this Round table there will be a reflection about the work developed during the training week. One of the ultimate goals is to promote the development of an international academic network of "Science Communication on research in Education".

SCoRE'17 Coordination acknowledgments

12h00 - 14h00 | Lunch

14h00 - 17h00

"AveiroTour"

The Autumn School CIDTFF 2017 offers some social activities that will allow the participants to know the city of Aveiro, its history and traditions. These activities will take place in the last day. They are optional and free. The Museum of Aveiro and The Santiago da Fonte Saltplan are iconic for the city and represent its history.

14:15 | The Santiago da Fonte Saltplan

15:15 | Museum of Aveiro

Day 6 | Closing session

Pedro Pombo is the Director of Fábrica Ciência Viva Science Centre and he teaches at Physics Department of University of Aveiro. He is an expert on Holography and Science Communication. In the field of laser optics he develops research on holographic techniques, and educational holography. In the field of science communication he develops exhibitions, science centres and research on public engagement into science and technology and on impact of STEAM education into science education. He has been the coordinator of three international projects, nine exhibitions and twenty nine national projects dedicated to Science with and for Society. He is author of one chapter book, fifty scientific publications, three school text books and recipient of nine European prizes on Science Communication.