Advanced Professional Communication
CMNS 3420–02

Course Website

Course Moodle Site

Where we’re going today

Feedback on Policy Briefs

Design features for Infographics

Powerpoint slides with voice

- Territorial Acknowledgement

Feedback on Policy Briefs

- Length
- Too busy
- Not in correct format
- APA format
- Labelling/Citing
- Stranded titles/sections of text
- Editing
- Fuzzy images
- Unreadable fonts (size, contrast, style, bold)

Course Project:
Pathway for Knowledge Mobilization

Proposal

- Persuasively *present your idea **for** **the*** Policy Brief
- Determine the focus and scope of your idea
- Demonstrate its value and your rationale for doing it

Demonstrate value and urgency of the Idea

Policy Brief

- *Execute your idea **as a** Policy Brief*
- Complete the research and make your recommendations
- Clear articulation of the problem and stakes for finding solutions

Demonstrate substantial research and recommendations

Communication Package

- *Mobilize your idea **from the** Policy Brief*
- Isolate key messages & recommendations for audiences
- Produces multi-media communication documents

Demonstrate sharing those recommendations broadly

Professional Blog
Networking tool good for spreading awareness and creating community
Infographic
Visual Fact Sheet good for sharing information
Presentation
Good for persuasive motivation to act
Communication Plan for sharing the content of the Policy Brief.
Need to consider Goal, Audience, Message and Channel

1		2		3	
Audience	Impact	Audience	Impact	Audience	Impact
Message	Mechanism: Infographic	Message	Mechanism: Social Media Blog	Message	Mechanism: Slide Deck Video

- Match an audience/Impact with the communicative features of each mechanism.
- Design the message for the audience, to achieve the impact, using the best features of the mechanism.

Infographics – Your Toolkit (Unit 3, Section 2)

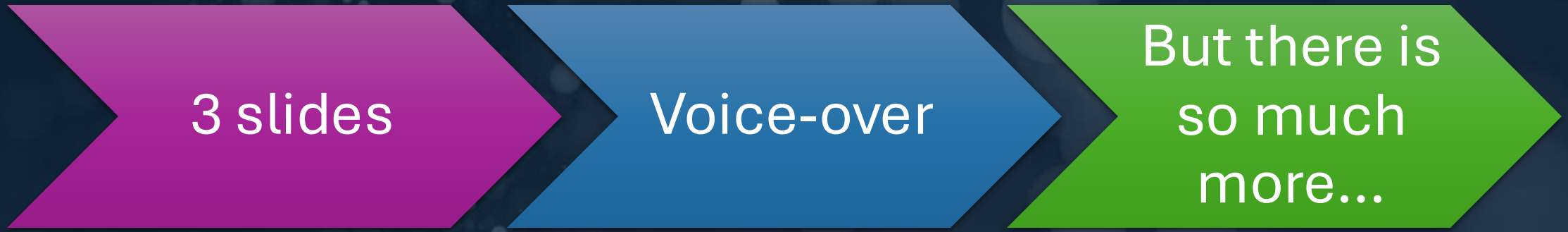
- VISME “How to Make an Infographic in 5 Easy Steps” https://visme.co/blog/how-to-make-an-infographic/#sketch-a-wireframe-of-your-infographic
- VISME “Infographic Copy 101: How to Write an Infographic that’s easy to understand” https://visme.co/blog/how-to-write-an-infographic/
- VENNGAGE “What makes a good infographic?” https://venngage.com/blog/good-infographic/

Journal 7

What are the design guidelines you’re creating for your infographic?

Pull up the 3 samples

Work through the table alone, with a partner, or in a group

The table doesn’t need to go into your journal entry, but the written text does.

Your slide deck…