<h1 class="pageTitle">IA40120 Communicating for Impact</h1>
<h2>Academic Year 2019/2020</h2>

In this module Communicating for Impact (formally known as Opportunity Generation and Recognition), PhD and Masters students will explore ways to creatively and effectively communicate their research in a real-world context. Participants will also explore opportunities relating to their research in considering questions including: What potential for innovation might there be in my current project? How might ideas generated be realised? What are the opportunities for collaboration? What kinds of value can be created? And above all - how can I communicate impact?

Students will be introduced to entrepreneurial tools such as the Business Model Canvas, to discover opportunities and audiences for their research, and identify the value of their research to those potential supporters, partners or employers.

Each student is supported in creating their own 3-minute video that showcases their research or a specific topic within their area of study. Previous students have used these videos at academic conferences, to pitch for funding, and to network with others.

Through collaboration in multidisciplinary teams, students will gain insights into their research from different perspectives and have the opportunity to create a network of peers.

Please see http://www.innovators.ie/phd-modules/ for more information on the module and dates when it will run.

UCD Innovation Academy

At the UCD Innovation Academy, we are a group of Educator Practitioners with extensive real-world experience as academics, business and social entrepreneurs, tech thinkers, creative professionals and design thinking practitioners.

We take an action-oriented approach to learning, with a combination of individual, group and class tasks and activities, including discussions, presentations and reflection. All of our teaching is grounded in academic rigor, but our focus is on learning by doing in a real-world context.

Enrolment on an Innovation Academy module means a commitment to active participation and engagement, which necessitates attendance at all scheduled classes

www.innovators.ie

Curricular information is subject to change

What will I learn?

Learning Outcomes:
On completion, participants should be able to:

* identify and assess the most innovative aspects of their research/areas of study
* recognise potential opportunities for themselves and opportunities which may emerge in collaboration with others
* present opportunities arising from their work or wider interests in a creative, informative and stimulating way
* develop storytelling skills to apply in a context broader than their research
* identify a target audience
* modify the communication of their ideas depending on the audience
* display initiative in the development of a communication project from inception to completion
* utilise team dynamics in the development of a project with personal objectives.

Indicative Module Content:
* Business Model Canvas for the Research Student
* Visual communication techniques
* Pitching techniques
* Graduate Careers - Research Students workshop
* Videomaking in the context of research communication
* Reflective practice

How will I learn?

Student Effort Hours:

Student Effort Type	Hours
Lectures	10
Small Group	12
Practical	8
Specified Learning Activities	40
Autonomous Student Learning	30
Total	**100**

Am I eligible to take this module?

Requirements, Exclusions and Recommendations

Not applicable to this module.

Module Requisites and Incompatibles

Equivalents:

Opportunity Generation & Recog (GEMP40120)

How will I be assessed?

Assessment Strategy

Description	Timing	Open Book Exam	Component Scale	Must Pass Component	% of Final Grade
Presentation: 3 minute video communicating research.	Throughout the Trimester	n/a	Pass/Fail Grade Scale	Yes	40
Assignment: Personal Reflection	Throughout the Trimester	n/a	Pass/Fail Grade Scale	Yes	30
Attendance: This module requires active participation and engagement, which necessitates attendance at ALL scheduled classes (80% attendance is required to pass this component).	Throughout the Trimester	n/a	Pass/Fail Grade Scale	Yes	30

Carry forward of passed components
Yes

What happens if I fail?

Remediation Type	Remediation Timing
In-Module Resit	Prior to relevant Programme Exam Board

Assessment feedback

Feedback Strategy/Strategies
* Feedback individually to students, post-assessment

How will my Feedback be Delivered?
Feedback will be given to students upon request. This will include feedback based on their participation during the module and their deliverables.

Reading List

Associated Staff

Name	Role
Ms Orlaith McGourty	Lecturer / Co-Lecturer

<nav class="white-box no-left-arrow zero-top-margin">
<h1 class="printOnly"><img src="https://www.ucd.ie/t4cms/ucdcollegesandschools_logo.png"> UCD Course Search
Communicating for Impact (IA40120) </h1><h3 class="printOnly">Academic Year 2019/2020</h3> The information contained in this document is, to the best of our knowledge, true and accurate at the time of publication, and is solely for informational purposes. University College Dublin accepts no liability for any loss or damage howsoever arising as a result of use or reliance on this information.
<h4 class="noPrint">Communicating for Impact (IA40120)</h4>
<dl>
<dt>Subject:</dt>
<dd>Innovation Academy</dd>
<dt>College:</dt>
<dd>VP - Research, Innov & Impact</dd>
<dt>School:</dt>
<dd>Innovation Academy</dd>
<dt>Level:</dt>
<dd>4 (Masters)</dd>
<dt>Credits:</dt>
<dd>5.0</dd>

<dt>Trimester:</dt>
<dd>Autumn&Spring&Summer(separate)</dd>
<dt>Module Coordinator:</dt>
<dd>Ms Jacinta Owens</dd>
<dt>Mode of Delivery:</dt>
<dd>Face-to-Face</dd>
<dt>Internship Module:</dt><dd>No</dd>

<dt>How will I be graded?</dt>
<dd>Pass/Fail (GPA Neutral) </dd>

</dl>
<button class="menubutton" onclick="window.print()"><i class="fa fa-print fa-fw"> Print Page</button>
(Google Chrome is recommended when printing this page)

</nav>