

~~SCIENCE IS HARD~~ ^{EASY}

Your To Do's for Writing a Course:

- ☐ Plan: Define objectives, audience, key messages
- ☐ Research & Outline
- ☐ Write Card Script (20-40 cards maximum length recommended)
- ☐ Fact-check / Invite Reviewers
- ☐ Check reading level (try <https://hemingwayapp.com/>)
- ☐ Collect collaborator short bios and headshots
- ☐ Storyboard / add visual notes

Course title:

Author(s):

Goal:

In one sentence or phrase, what is your primary communication goal with this course? Another way to write this is, in one sentence, what is the premise of the story you will be writing into the course?

For example, "Help science communicators how best to prepare for a science-art collaboration" or "Sam, a scientist who wants to collaborate with an artist on a science comic book but is blocked by a previous bad experience, decides to give sci-art collaboration one more shot and realizes the experience can be inspiring and empowering when everyone is prepared and on the same page."

Target audience and example of an individual in this audience:

Who are you writing this course for? What is their demographic info? What does daily life look like for them? Is there any prior knowledge, concerns, questions, misbeliefs or barriers that should be considered in how the information is presented? Why should they care about this topic?

Objectives:

What will this course cover? What are the most important things you want to communicate or for the audience to glean? Add 3-5 primary learning, attitudinal or other outcome objectives for this course - what do you hope the audience walks away with? Keep the list short. Also, keep your audience in mind - what do THEY want to know about this topic and why?

Key Facts, Messages, Sources:

Please add any key facts or messages that should be included in this course (e.g. "explanation of how white blood cells work in the body") with links to credible primary sources of information.

Potential Story arc(s):

What is a potential human-centered story you could embed in this course to deliver the key messages and information? Is there an existing "mental model" (like a Cinderella story, a story of struggle and self-discovery, etc.) that you can use to frame this course, to help readers understand the content better?

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Do you have characters in mind or a “plot,” like an example person learning and experiencing something throughout the course? The story arc could be realistic and based on the lived experiences of your target audience, but could also be more “fantastic” with generally relatable non-human characters (especially for younger audiences). The story arc can also be more of an analogy or metaphor by which to make the information more relatable, memorable and understandable, or easier to follow (e.g. relating collaborative science writing to [quilting](#)).

Note: Consider your audience’s culture when considering possible story arcs - is this something they can relate to in their own lives and/or culture? Or are you using a story that might not be relatable to someone from a different country, culture, socioeconomic status, etc.?

Potential Character Arc(s):

If you imagine that a primary character in this course is a stand-in for your audience, what is their journey from start to finish? What do they want? What (mis)beliefs do they start with that you can empathize with? What struggles do they face that might prompt them to change their minds or perspective? What do they learn or how are their lives changed? How does the primary character grow and evolve? Consider creating a positive and empowering journey or “arc” for this character in your course.

Tone:

Helpful to decide on colors, facial expressions, etc., for the characters in the course - are there any special emotional considerations for this topic?

**Setting for course consumption (Where will people probably be looking at this content?
At home? In the clinic?):**

Names and contact info of potential scientific or patient reviewers, if applicable:

Potential Illustrator:

Course Outline of Information / Narrative Elements:

- ...
 - ...
 - ...
 - ...
- ...
 - ...
 - ...
 - ...

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Card Script:

Demo:

1. **Introduction Card:** Welcome! We write out our courses in a collaborative document so that we can see the whole story in one view. Continue to see how!
2. [This is an example of the script for one course "card". We write it as card #x in a numbered list. It's short! It's about 180 characters or 2-3 short sentences long, no more than 2-2.5 page lines.]
3. [Each courses card, represented by numbered bullet points here, will get its own visual unless it is a text-only card such as a recap or summary card.]
4. Why is writing a story in your course important? This card could establish WHY! (Because all that work results in a more engaging read!)
5. Meet Doryan, the author of this course. He isn't sure how to best write a Lifeology course, but he has heard that it's a good idea to start with a story! So he begins...
 - *Visual note: This is an example of a visual note: "A young man with art around him (he is a designer) is looking at a screen showing an empty card view in the Lifeology builder, with a thought bubble of his character Paige, a woman who is climbing up a mountain." Doryan can make visual notes considering what he wants to show versus tell...*
6. "Paige normally does this... *and* this... *and* this..."
7. "*But* this thing is happening that turned her life upside down, and now she has to do things differently!"
8. "*Therefore* Paige sets off on a journey to learn how to approach life in a new way, a journey full of surprises and learning."
9. Doryan makes sure to write about Paige's journey empathetically. He avoids blame, stereotypes or anything that would make someone like Paige feel bad.
10. Now Doryan might delve into some of the science behind what Paige has faced and learned! This science explainer may be short but provides content for his story.
11. Some more science... [the key facts Doryan had planned on including]
12. Some more science... maybe Doryan continues to weave Paige's story in, too.
13. **Recap Card:** A text-only recap of what we've learned with Paige!
14. "Let's get back to Paige, now that we really understand what she has been going through and learning! She's making lots of changes and new friends."
15. "Paige finds a new inner power or changes her own mind based on new evidence."
16. Another great opportunity for Doryan to weave some science explainer in!

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17. Now Doryan lets the reader realize that they ARE Paige! They too can find their inner power. Doryan gives them some actionable tips to do just that...
18. Action tip #1:
19. Action tip #2:
20. Action tip #3:
21. If you've read this far, it's probably because Doryan did a good job demonstrating the power of story!
22. **Summary card:** Doryan writes a summary of what his audience has learned from his story of Paige and ideas for moving forward with this new knowledge!
23. **Question card:** Doryan can add a multiple-choice question card to help his readers test their knowledge!
24. **Activity card:** Doryan can write out a small activity on a text-only for readers to be able to apply what they've learned.
25. **Feedback card:** An optional Lifeology Feedback card allows Doryan to have people rate the course and submit open-ended feedback.
26. **Collaborator cards:** Short bios and headshots of course collaborators.

Your script:

1. **Intro Card**
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. ...
9. ...
10. ...
11. ...
12. ...
13. ...
14. ...
15. ...
16. **Summary card**

References / Sources:

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Links and Resources (such as link to a full research paper or another piece of content that you'd like to see translated into a course):

Short bio and credentials for all authors

Storyboard for Artist Collaboration

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