Develop visual communication skills and strategies to inspire environmental awareness and advocacy in this new program offered on-site at the Royal Ontario Museum.

Program Highlights
There is no other program like this in Canada. Positioned at the convergence of science and art, the Environmental Visual Communication program is designed to fill a recognized need for individuals who are passionate about environmental issues and storytelling and who want to effectively engage people to foster change.

With a focus on strategic messaging and technical savvy, you will learn to use photography, videography, multimedia and design principles to bridge environmental competencies with thoughtful communication through diverse media channels. The program takes place in a truly unique learning environment - at the Royal Ontario Museum (ROM) in downtown Toronto.

Throughout the Environmental Visual Communication (EVC) program, you will learn how to identify strategies to inform and educate, garner engagement and support, and build and share campaigns to address conservation issues.

Equipped with hybrid skills and a sense of active environmental stewardship, graduates of this innovative, integrated, and applied program will be able to connect ideas among diverse groups and tell compelling stories with fluency.

Solutions to long-term sustainability are not found solely in the realm of science. Environmental visual communication is an emerging field and its practitioners are key leaders who, through collaboration and deliverables, can build bridges between science and society. The ultimate goal is to motivate the public to care about and become active participants in sustaining our ever-changing world.

Program Learning Outcomes
As a graduate of this program, you will be able to:
Evaluate global environmental issues, and articulate the relevance of such issues to various stakeholder groups and the general public
Interpret information and underlying meaning presented in the form and content of a visual image using knowledge of symbols and semantics of visual literacy
Create innovative photographs, videos, and multimedia pieces that convey a compelling conservation message across a variety of platforms
Direct and influence marketing and branding strategy in conservation campaigns that bridge gaps between collaborators to strengthen alliances with scientists, NGOs, government agencies, and educational institutions
Manage and disseminate image and video files, including facilitation of online presence using knowledge of digital workflow techniques
Distill and translate essential messages from scientific and legal documents to public audiences
Analyze, select and negotiate the psychological factors that motivate people to take action on social issues within a real world experience
Implement integrated social media management plans that convey strategic messaging through appraisal of social media platforms and selection optimal channels
Produce and disseminate effective deliverables to meet identified needs and to provide leadership in environmental visual communication

Program Duration
The EVC program runs in a compressed, intensive format from May through November. Students are on-campus at the Royal Ontario Museum during Semester 1 (May - June) and Semester 2 (September - November). The full-time Applied Project Placement takes place during the summer (July - August). Students pay tuition and fees for two semesters of study.

Applied Project Placement
The Applied Project is designed to meet the needs of each individual student, all of whom bring a unique background and mix of skills to the EVC program.

Working in a professional setting under the mentorship of an industry professional, or in a self-directed initiative supported by program faculty, advisors or coaches, you will participate in a six-week placement, creating content and strategy for your individual Applied Project. You will acquire insight, experience, and networking opportunities, while offering communication services to your industry partner.

Possible placement opportunities include working with environmental organizations and associations, educational institutions, government agencies, advertising and marketing firms, print and online publishers, galleries and photography associations, and museums and individuals, located in Canada or abroad.

You will be encouraged to share your contacts and placement ideas during the development of the Applied Project, and will be guided by EVC faculty during this process. Upon receiving acceptance to the program, you are encouraged to begin researching potential partners for the Applied Project.

Why Choose Fleming?
Fleming College's School of Environmental and Natural Resource Sciences has:
A long-standing reputation for innovative programs – with a focus on applied, hands-on learning for real-world application.

Dedicated faculty, small class sizes, and more graduates working in the environmental sector than any other college in Canada.

**Career Opportunities**
The environmental sector is experiencing strong growth. Environmental visual communication provides a unique and highly marketable portfolio of skills, applicable not only to this sector, but to a wide range of professional fields. Opportunities include:

- Work as an environmental communications consultant with conservation or environmental organizations, government agencies, public relations, advertising or marketing firms, academic and research institutions
- Photographer, videographer, editor or multimedia producer for environmental organizations and non-profits, conservation groups, magazines, newspapers, and news agencies
- Freelance work
- Communications strategist
- Employment as a scientific communicator for science journals and publications, academic and research institutions
- Roles such as environmental educator with school boards, non-profit organizations, and government agencies
- Interpreter roles with national and provincial parks, zoos, museums and galleries

**Additional Costs**
Students accepted into the program are required to have a DSLR (digital single lens reflex) camera with 1080p video capabilities and a laptop meeting the minimum requirements of the Adobe Creative Cloud - Premiere Pro specifications.

**Minimum Admission Requirements**
Students applying to Environmental Visual Communication must meet the following requirements:

- Undergraduate degree or Ontario College diploma in a related field or equivalent

Applicants who do not meet the requirements listed above who possess a combination of education and relevant experience may be considered on an individual basis.
Vocational Learning Outcomes

» Evaluate global environmental issues, and articulate the relevance of such issues to various stakeholder groups and the general public.

» Interpret information and underlying meaning presented in the form and content of a visual image using knowledge of symbols and semantics of visual literacy.

» Create innovative photographs, video and multimedia that convey a compelling conservation message across a variety of platforms.

» Manage and disseminate image and video files, including facilitation of on-line presence utilizing knowledge of digital workflow techniques.

» Distill and translate essential messages from scientific and legal documents to public audiences and the donor base through the use of media outlets.

» Direct and influence marketing and branding strategy in conservation campaigns that bridge gaps between collaborators to strengthen alliances with scientists, NGOs, government agencies, and educational institutions.

» Analyze, select and negotiate the psychological factors that motivate people to take action on social issues within a real world experience.

» Implement integrated social media management plans that convey strategic messaging through the appraisal of social media platforms and the selection of optimal channels.

» Produce and disseminate effective deliverables to meet identified needs and to provide leadership in environmental visual communication.
### Courses and Descriptions

#### SEMESTER 1

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<td>Campaign Strategies I</td>
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