Topic:

Educational Leaflet for Lay Audience

Educational leaflet for lay audience):

This assignment requires you to create an educational leaflet for a “lay audience”. A lay audience includes people who do not have specialised or professional knowledge of a subject; imagine you are writing an educational leaflet for the general public. The topic for your leaflet is “how population genetics influences adaptations and evolution”. This is a broad subject and there are many aspects that you could include, such as: Selection, Mutation, Genetic Drift Gene Flow, and Allele Frequencies. However, you are limited on the amount of content that you can include to a double-sided A4 leaflet. Your font size also needs to be large enough for your lay audience to be able to read, minimum of font size 10. Your leaflet does not require in-text citations although, you must include a bibliography on a separate page to your leaflet. You are permitted to use diagrams to support your information, but these must be referenced within your bibliography as well.

Learning Outcomes:

Communicate how population genetics influences adaptations and evolution (B2)

Allocation of marks: Explain key ecological principles, Informative section on population genetic, Informative section on adaptation and evolution, Discuss the influence of population genetics on adaptations and evolution. Communication skills to a lay audience and leaflet structure (20%)

Reading list

You are required to provide academic references to support your work. Please refer to the module handbook for the indicative recommended reading list that will support you.

References

For this assignment you are required to follow the UWE Harvard referencing style (see programme/module handbook for more details). Information and downloadable handouts about referencing at University Centre Weston and UWE are available on the Moodle VLE HE LibraryPlus pages at: <https://moodle.weston.ac.uk/course/view.php?id=136>

The Marking Scale

In determining the overall grade for a piece of work, markers will assess the work against the QAA descriptors for the level. Specific criteria are linked to the academic content and learning outcomes of the module.