

The goal of this project is to create videos explaining basic genetics topics to a Spanish-speaking audience. The project is relevant as it provides a general audience with access to content that explains relatively complex ideas in a simple, highly-visual and accurate manner. The specific question this project addresses is how best to convey the fundamental concepts of genetics to Hispanic laypeople. In developing the content both popular (“Genetics for Dummies”; Robinson, 2010) and academic sources (e.g. GENE IX ;Lewin, 2008) were reviewed. Both types of sources were consulted in order to determine how complex biological ideas and concepts should be introduced to the general public, in an effective manner, so that they can grasp the meaning, relevance, and relations of/between these concepts. Subsequently, scripts were written in Spanish for each video and the number of scenes and their content delineated. Afterwards, the titles and illustrations were created to be used in the stop motion scenes. Next, the stop motion scenes of each video were filmed and then edited together. Then the audio for each video (based on the script crafted in step 2) was recorded and added to the visual portions of the videos. Lastly, the videos were made available in Professor Alfonso-Durruty’s website, as well as in the project’s YouTube channel.

The project made me carefully assess how much information is necessary for a layperson (i.e., a person who has taken no college-level Biology courses) to understand a genetic concept and what kind of illustrations, analogies and metaphors would best convey how processes (like transcription and translation) function. The most challenging aspect of the project was choosing which titles, motions and illustrations to use in each instance to assure the highest level of clarity and simplicity in expressing complex ideas. To have been able to explain abstract concepts by using visual tools was the most rewarding feature of this project.