AEC 3070C: Digital Media Production in Agricultural & Life Sciences

SPRING 2015
M 7th (1:55-2:45), W 7-9th (1:55-4:45)
http://aec.ifas.ufl.edu/aec3070

INSTRUCTOR:
Ricky W. Telg, Ph.D.
113D Bryant Hall
Phone: 273-2094
E-Mail: rwtelg@ufl.edu

TEACHING ASSISTANT:

OFFICE HOURS:
MW 11:30-12:30 and by appointment.

CLASS MEETS in 107 BRYANT

NOTE: This is a co-listed undergraduate/graduate course.

Course outline and general description: AEC 3070c/5541 will focus on the role of digital media in agricultural and life sciences. Topics will include how agriculture uses digital media production. Also, students will be introduced to video shooting and editing, digital photography, print design, and Web design through hands-on experiences. Students will learn skills and knowledge in the following areas:
• Digital video production and editing
• Digital photography
• Web layout and design
• Print layout and design

Objectives: After this course, the student should be able to:
• Plan and perform the digital media production process.
• Produce digital media and materials to support instruction and communication.

Text/required readings: Successful students will read assigned materials before class and be prepared for discussion with the instructor and fellow students.
• Agricultural Communications in Action: A Hands-On Approach by Telg & Irani.
  o You will need this textbook for other communications courses in the department.
• Other course readings are posted on the course’s website.

Supplies: Mini-DV videotapes will be provided to each student to shoot video. Students also will be supplied with blank CDs and DVDs to save edited videos onto. Students should bring a USB jump drive each day that the class is in the Bryant Hall Mac Lab.
**Equipment and Bryant Hall Mac Lab:** Video camera equipment and still photography cameras are available for reservation. You MUST reserve the video equipment in advance. Students are required to use GOOGLE CALENDAR to reserve video equipment. (See the course Web site for instructions on how to reserve video equipment.) Video equipment is in the Bryant Hall Mac Lab. Digital photography cameras are reserved through Dr. Telg on a first-come, first-served basis. Dr. Telg keeps the photography cameras. Dr. Telg will assign students to a particular Macintosh computer for the semester.

For the video assignments, you may use your own video camera. If you have a video format other than mini-DV, you still may be able to use the Bryant Hall Mac Lab, but you will need to make arrangements with Dr. Telg prior to using your own video camera. Also, it is recommended that you use your own digital photographic camera for the photography portion of the class. You are responsible for making sure all equipment is brought back following a video or photography shoot. If equipment does not function properly, let Dr. Telg know immediately upon your return.

**E-mail:** Students are REQUIRED to be able to send and receive e-mail.

**Grading:** For some assignments, you will work in groups. Teamwork is an essential element in digital media production. On group assignments, you will submit a log of your efforts and your teammates’ efforts in the development of your projects. Teammates must pull their weight on all assignments. All written assignments MUST be typed. Following is the grading scale and assignments:

**Grading Scale**
- A = 930-1000
- A- = 900-929
- B+ = 860-899
- B = 830-859
- B- = 800-829
- C+ = 760-799
- C = 730-759
- C- = 700-729
- D+ = 660-699
- D = 630-659
- D- = 600-629
- E = 599 and below
ASSIGNMENTS

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
</tr>
<tr>
<td>Skills test 1 (video)</td>
<td>75</td>
</tr>
<tr>
<td>Skills test 2 (InDesign, Photoshop)</td>
<td>75</td>
</tr>
<tr>
<td>Shooting critique</td>
<td>50</td>
</tr>
<tr>
<td>Music video</td>
<td>75</td>
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<tr>
<td>Final project</td>
<td>25</td>
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<tr>
<td>Proposal</td>
<td>25</td>
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<tr>
<td>Storyboard/script/layout</td>
<td>25</td>
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<tr>
<td>Video</td>
<td>100</td>
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<tr>
<td>Website</td>
<td>75</td>
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<tr>
<td>Print piece</td>
<td>75</td>
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<tr>
<td>Presentation</td>
<td>25</td>
</tr>
<tr>
<td>Web assignment</td>
<td>75</td>
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<tr>
<td>Print assignment</td>
<td>75</td>
</tr>
<tr>
<td>Attendance/participation</td>
<td>50</td>
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<tr>
<td>playlist</td>
<td>1000</td>
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</tbody>
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- **Shooting critique**: Students will shoot a short series of video clips – no more than five minutes – and write a critique about how the student could improve his/her shooting abilities.

- **Music video**: Students will create at least a two-minute video – using music with video shot by the student OR a mix of video (shot by the student) and photos.

- **Final project**: Students will be divided into three-person teams. Teams will be responsible for shooting and editing one video, creating a website that corresponds with the video, designing a print document, and presenting this to the class on the last day.

- **Print assignment**: Students will create a basic print piece using InDesign software.

- **Web assignment**: Students will create a basic website in class.

- **Attendance/in-class/participation**: Students are expected to actively participate in class and to be present at all class periods.

**UF grading policies**: For information about UF grades and grading policies, including the new **minus grades**, please visit [http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html](http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html).

**Late assignment policy**: A **10-percent per day** deduction will be assessed for assignments turned in late. Work more than a week late will **not** be accepted. This policy will be **strictly** enforced.

**Attendance**: Given the importance of class discussion and participation in laboratory demonstrations and exercises, it is not possible for a student to perform satisfactorily in the course without regular attendance. Students are **required** to attend class and to be in class **on time**. Only documented doctor’s excuses or UF-approved activities will be excused. Students’ grades will be lowered if they repeatedly miss class or are late.

**Cell phones**: Students are asked to turn off their cellular phones before entering the classroom.

**Food and drink**: Food and drink are **ABSOLUTELY NOT** permitted in the computer lab or in 307 Rolfs (classroom). The only exception is water bottles with a **secure** bottle cap.

**Academic Honesty, Software Use, UF Counseling Services, Services for Students with Disabilities**

In 1995 the UF student body enacted a new honor code and voluntarily committed itself to the highest standards of honesty and integrity. When students enroll at the university, they commit themselves to the standard drafted and enacted by students. In adopting this honor code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the university community. Students who enroll at the university commit to holding themselves and their peers to the high standard of honor required by the honor code. Any individual who becomes aware of a violation of the honor code is bound by honor to take corrective action. The quality of a University of Florida education is dependent upon community acceptance and enforcement of the honor code.
The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

On all work submitted for credit by students at the university, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge is diminished by cheating, plagiarism and other acts of academic dishonesty. In addition, every dishonest act in the academic environment affects other students adversely, from the skewing of the grading curve to giving unfair advantage for honors or for professional or graduate school admission. Therefore, the university will take severe action against dishonest students. Similarly, measures will be taken against faculty, staff and administrators who practice dishonest or demeaning behavior. Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean or Student Honor Court. (Source: 2008-2009 Undergraduate Catalog)

It is assumed all work will be completed independently unless the assignment is defined as a group project, in writing by the instructor. This policy will be vigorously upheld at all times in this course.

Software Use: All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

Campus Helping Resources: Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university’s counseling resources. Both the Counseling Center and Student Mental Health Services provide confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance. The Counseling Center is located at 301 Peabody Hall (next to Criser Hall). Student Mental Health Services is located on the second floor of the Student Health Care Center in the Infirmary.

- University Counseling Center, 301 Peabody Hall, 392-1575, www.counsel.ufl.edu
- Career Resource Center, CR-100 JWRU, 392-1602, www.crc.ufl.edu/
- Student Mental Health Services, Rm. 245 Student Health Care Center, 392-1171, www.shcc.ufl.edu/smhs/
  Alcohol and Substance Abuse Program (ASAP)
  Center for Sexual Assault / Abuse Recovery & Education (CARE)
  Eating Disorders Program
  Employee Assistance Program
  Suicide Prevention Program

Students with Disabilities: The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. 0001 Reid Hall, 392-8565, www.dso.ufl.edu/drc/
**Course schedule**

**DIGITAL VIDEO PRODUCTION**

**Jan. 7**
**TOPIC:** Introduction
**WEB READINGS:** Travel Channel Offers Boot Camp for Aspiring Journalists
- More Adults Watching Videos Online
- Example Final Project Proposal

**TOPIC:** TV field production (composition, framing)
**TEXT:** Video and Audio Production (pp. 180-182, 187-194, 199)
- Introduction, Is a Video Production Right for You?, Video Equipment, Audio Equipment, Video Shot Composition, Other Video Considerations, Video Shooting and Editing for the Web

**WEB VIDEOS:** Video Shooting Styles
- Wrapping Up a Video Shoot
- Conducting an Interview
- Setting Up an Interview
- Packing the Gear for a Video Shoot
- Team Roles in Video Production

**LAB:** Shoot video and critique.

**Jan. 12**
**TOPIC:** Video editing
**TEXT:** Video and Audio Production (pp. 196-199)
- Video Editing Video Editing Concepts

**Jan. 14**
**TOPIC:** TV field production (lighting, audio, shooting video for the Web, shooting interviews)
**WEB VIDEO:** Lighting
- How to Capture Quality Video (NDSU video)

**LAB:** Shoot video and critique.
**DISCUSS FINAL PROJECT IDEAS**

**Jan. 19**
**HOLIDAY!!!**

**Jan. 21**
**TOPIC:** Video editing / Final Cut system
**WEB READINGS:** Final Cut Pro X
**LAB:** Nonlinear video editing
**FINALIZE FINAL PROJECT IDEAS/PLANS**

**Jan. 26**
**TOPIC:** Writing and scripting / storyboarding
**TEXT:** Video and Audio Production (pp. 184-187)
- Script Writing, News Writing for TV and Radio Stories
- Media Writing (p. 86-91)
- News Writing for TV and Radio Stories

**WEB READINGS:** Example script
- Example storyboard
- Blank storyboard

**DUE:** VIDEO SHOOTING CRITIQUE

**Jan. 28**
**TOPIC:** Video editing / Final Cut system
**LAB:** Nonlinear video editing
Course schedule (continued)

Feb. 2 **(SAAS CONFERENCE)**  
**TOPIC:** Instructional, promotional, demonstration videos and storytelling  
**TOPIC:** Instructional design

Feb. 4  
**TOPIC:** Video editing / Final Cut system  
**LAB:** Nonlinear video editing  
**WEB VIDEO:** Off-loading Video from an iPad/iPhone (MAC OS and Windows 7)

Feb. 9  
**TOPIC:** Production process / audience analysis  
**TEXT:** Video and Audio Production: *The Video Production Process* (pp. 182-184)  
Intro to Agricultural Communications: *ENTIRE CHAPTER 1*  
Message Development: *ENTIRE CHAPTER 2*  
**DUE:** FINAL PROJECT PROPOSAL/OUTLINE

Feb. 11  
**TOPIC:** Video editing / Final Cut system  
**FIRST SKILLS TEST (Final Cut Pro X)**

**DIGITAL DESIGN (photo, print, Web) & GENERAL DIGITAL COMMUNICATIONS**

Feb. 16  
**TOPIC:** Web design and writing for the Web  
**TEXT:** Writing and Designing for the Web: *ENTIRE CHAPTER 11*

Feb. 18  
**TOPIC:** WordPress 1 (set up and navigation)  
**WEB:** WordPress Quick Start Guide  
**LAB:** Web design  
**DUE:** MUSIC VIDEO

Feb. 23  
**FIRST EXAM**

Feb. 25  
**TOPIC:** WordPress 2  
**LAB:** Web design  
**DUE FRIDAY, FEB.27 BY NOON:** WEB ASSIGNMENT

**MARCH 2, 4: SPRING BREAK**

March 9  
**TOPIC:** Digital photography, digital images  
**TEXT:** Digital Photography and Photographic Editing: *ENTIRE CHAPTER 9*

March 11  
**TOPIC:** PhotoShop  
**WEB READINGS:** PhotoShop Video Tutorials  
**LAB:** Learn Photoshop basics  
**DUE:** FINAL PROJECT SCRIPT/STORYBOARD/WEB LAYOUT

March 16  
**TOPIC:** Print layout and design  
**TEXT:** Document Design: *ENTIRE CHAPTER 6*

March 18  
**TOPIC:** InDesign 1  
**WEB READINGS:** InDesign Video Tutorials  
**LAB:** Learn InDesign basics
Course schedule (continued)

March 23
TOPIC: Converging media: Digital Natives and Digital Immigrants
WATCH: Communication Technologies, Epic 2015

March 25
TOPIC: InDesign 2
LAB: Learn InDesign basics
FRIDAY, MARCH 27: DUE: PRINT LAYOUT ASSIGNMENT (BY NOON)

March 30
TOPIC: TV and Ag TV history
WEB READINGS: Harvesting the Power of Farm Broadcasting: Chapter 1: History of Farm Broadcasting
Harvesting the Power of Farm Broadcasting: Chapter 2: The Role of a Farm Broadcaster
Harvesting the Power of Farm Broadcasting: Chapter 6: The Farmer Demographic

April 1
SECOND SKILLS TEST (InDesign, Photoshop)
+ OPEN LAB (w/ remainder of time available)

April 6
TOPIC: TV news
TEXT: Media Writing (p. 74)
What is News?
WATCH: Getting News in the News

April 8
TOPIC: Presentations/posters/fliers
TEXT: Visual Communication: ENTIRE CHAPTER 8
+ OPEN LAB (w/ remainder of time available)

April 13
TOPIC: TV and Web ads
WEB READINGS: Harvesting the Power of Farm Broadcasting: Chapter 7: Purpose of Advertising
Harvesting the Power of Farm Broadcasting: Chapter 8: Defining the Market

April 15
OPEN LAB DAY

April 20
SECOND EXAM

April 22
DUE: FINAL PROJECT
FINAL PROJECT PRESENTATIONS