

Instructor

Ms. Taylor Ruth Office Hours:
310 Rolfs Hall M: 1-3 pm
352-273-2614 Or by appointment
t.ruth@ufl.edu

Teaching Assistant

Ms. Kali Bowen
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*Students should contact the instructor and TA through their ufl email account and not through Canvas.

Course Time and Location

Tuesday: 8:30 am - 9:20 am

Thursday: 8:30 am - 10:25 am

Bryant Hall -Room 107

Course Description & Objectives

This course is designed to expose students to a variety of writing and desktop layout and design assignments that mimic the “real world” of agricultural communication. The goal is to broaden students’ experience and move them as close as possible to the professional level by stretching them to learn more and apply themselves. This course will build on skills and knowledge gained in AEC 4031 and AEC 3070.

Student Learning Objectives:

- Write effectively in business, promotional, and informational contexts
 - Effectively edit written material
 - Communicate information tailored to the needs and expectations of target audiences
 - Layout and design print and digital materials based on the principles of design
 - Use industry standard software to create print and digital materials
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Course Materials

Required Textbook:

White Space is Not Your Enemy; ISBN-13: 978-0240824147; Author: Rebecca Hagen & Kim Golmbisky

Suggested Textbook:

Associated Press Stylebook 2015 and Briefing on Media Law. Associated Press.

Additional Materials:

All students should have a **flash drive that can hold at least 4 GB.**

Canvas Account:

All students will be automatically enrolled for Canvas on e-Learning for this course once they have paid registration. Assignments, resources, grades, and other materials will be posted on the course page throughout the semester. Students are expected to check Canvas frequently and are responsible for monitoring their grades on the system.

Remind 101:

This course uses Remind 101 for notifications for upcoming assignments, materials needed, and any other class reminders. All students are required to register for the semester. Send a text to **81010** and enter the code **@aec4035** in the body of the text.

Course Expectations

As the instructor, I am committed to helping you improve your writing and design skills. To that end, you can expect constructive feedback on your assignments and an opportunity to apply that feedback on future assignments.

I expect punctual attendance, collegial class participation, on-time submission of assignments, and honest effort. Class starts at 8:30 am, be in your seat ready for lecture or you will not receive credit for that day.

Electronic Devices:

This class allows you to use access to an iMac during lectures. If you are not using the iMac for academic purposes, you may be asked to leave. The same rule applies to use of phones and tablets.

Mac Lab Equipment

- You will be assigned a particular iMac for the semester.
 - Food and drink are not permitted in the computer lab. The only exception are water bottles with a secure cap.
 - The rules of the lab (posted in the lab and reviewed on the first day of the course) should be followed at all times.
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Class Format

This class uses a combination of class lecturing and in-class activities. It is important to attend each class as the information received will provide guidance on out-of-class assignments, particularly with skills in InDesign.

Readings:

Readings are identified on the syllabus that correlate with the current topics for the week. **There will be random reading quizzes throughout the semester to count toward your participation score.**

Participation:

During the course of this class, there will be several in-class activities, including journal entries, peer reviews, and reading quizzes. The purpose of these in-class assignments is to allow you to reflect on class concepts, explore relevant resources, and practice expressing your thoughts through writing. These activities cannot be made up without a documented university excused absence.

If an in-class assignment is completed at the beginning of class and you are late, you will receive 50% credit if you made it in time to complete the assignment. If you do not make it in time to complete the assignment you will receive 0%. Some of the in-class assignments will be group activities. You are expected to split the work equally among group members. If the instructor becomes aware of unequal workloads within group activities, the instructor reserves the right to assign the earned grades to group members based on contributions.

Syllabus Disclaimer

Serious effort and consideration were used in formulating the syllabi. While viewed as an educational contract between the instructor and student, unforeseen events may cause changes to the scheduling of assignments, lectures, etc. I reserve the right to make any changes deemed necessary to best fulfill the course objectives. You will be made aware of any changes in a timely fashion using reasonable means.

Submission of Assignments

All assignments will be submitted electronically through Canvas and on a flash drive to the instructor. Assignments will be graded and commented on by your instructor through Canvas. Directions for proper submission should be followed for each assignment.

When submitting assignments on Canvas, ensure you do the following:

- **Your assignment is submitted on the due date by 8:30 a.m. unless otherwise stated.**
- A **PDF of your assignment** should be uploaded to Canvas.
- A **flash drive with the InDesign file** and all links will be turned in at the beginning of class.
- If you have technical issues submitting your assignment through Canvas, then you are to immediately e-mail your assignment to your instructor before the deadline or it will be considered late (See late policy below).

Late Assignment Policy:

- Technical difficulties will **NOT** be an excuse, so plan to submit before the deadline.
- Assignments are considered late at 8:31 am the morning they are due. From then on, all assignments will be deducted **10% for each day late**. Assignments will not be accepted after **three days** from the day the assignment was due. This applies to all major assignments; it does not apply to in-class activities.

Attendance Policy:

Any University excused absences must be presented to your instructor one week prior to the event. If you miss class due to a medical situation, please provide documentation from the doctor with the specific dates you are to be excused for (you have one week to provide documentation or you will not receive those class points). Please speak with myself or your instructor about any other excuses at least one week prior to missing class. You will have one week upon returning to class to make-up missed in-class assignments.

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.

Plagiarism: Prevention and Follow Through

Submitting work by others, whether in parts or in whole, is plagiarism. All UF parties involved will be reprimanded if evidence of plagiarism surfaces through the guidelines established by the university conduct board. The student may receive a zero on the assignment or in some cases may receive an E in the course.

- All major assignments will be submitted to turnitin.com to compare against other student work across the United States.
- All suspicions of plagiarism will be taken seriously and infractions that have been proven as violations of the honor code will be reported to your college and the university.
- **Be aware of self-plagiarism. This includes re-using any written work or data that you have previously completed.**

Academic Honesty

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 (notify instructor, department chair, college dean or Student honor Court). 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.

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.

For more information, please visit: <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

UF Counseling Services

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
 - Student Mental Health Services, Rm. 245 Student Health Care Center, 392-1171
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Services for 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/

For more information regarding your rights as a student, please visit: <http://www.dso.ufl.edu/studentguide/studentrights.php>

Grade Breakdown

A	93% - 100%	C	73% - 75.9%
A-	90% - 92.9%	C-	70% - 72.9%
B+	86% - 89.9%	D+	66% - 69.9%
B	83% - 85.9%	D	63% - 65.9%
B-	80% - 82.9%	D-	60% - 62.9%
C+	76% - 79.9%	E	Below 60%

Gordon Rule

In order to receive credit for the Gordon Rule Writing Requirement, you must make a C or better. Thus, a C- does NOT meet the Gordon Rule Writing Requirement.

The Writing Requirement (Gordon Rule) ensures students both maintain their fluency in writing, and use writing as a tool to facilitate learning. In addition to requirements listed in the grading rubrics, grammar, punctuation, clarity, coherence, and organization will be assessed by the instructional team for all submissions.

Course Assignments

<i>Assignment</i>	<i>Due Date</i>	<i>Word Count (Min.)</i>	<i>Course %</i>
 Resume	September 13	250	7.5%
 Solicitation Letter	September 27	350	7.5%
 Advertisement	October 18	50	10%
 Brochure	November 1	400	10%
 Infographic	November 15	250	15%
 Feature Story	December 6	700	15%
Online Portfolio	December 12	N/A	10%
Participation/Quizzes	Various	N/A	25%
<i>Total Points</i>		2,000	100%

Grade Disputes

All grade **discrepancies are to be addressed with your instructor within one week** of the assignment being posted to Canvas.

Course Schedule

Week	Date	Tuesday (Single Period)	Thursday (Double Period)	Reading
1	Aug 23	Syllabus & Introduction	Review of Writing	
2	Aug 30	Introduction to Design	InDesign Basics	Ch 1 & Ch 5
3	Sept 6	Color & Typography	InDesign Skills <i>Peer Review Resume</i>	Ch 7-8
4	Sept 13	<i>Due: Resume (9/13)</i> Letters & Emails	Designing a Letterhead	Handout
5	Sept 20	Persuasive Communication	InDesign Skills <i>Peer Review Solicitation Letter</i>	Handout
6	Sept 27	<i>Due: Solicitation Letter (9/27)</i> Photography	Lightroom	Ch 9
7	Oct 3	Advertisements	Communicating through Visuals	Handout
8	Oct 11	Design Sins	InDesign Skills <i>Peer Review Advertisement</i>	Ch 4
9	Oct 18	<i>Due: Advertisement (10/18)</i> Layout Design	Interviewing	Ch 3
10	Oct 25	Printing	InDesign Skills <i>Peer Review Brochure</i>	Ch 14
11	Nov 1	<i>Due: Brochure (11/1)</i> Infographics	Infographics and InDesign Skills	Ch 10
12	Nov 8	Magazine Layouts	Workday <i>Peer Review Infographic</i>	Ch 6
13	Nov 15	<i>Due: Infographic (11/15)</i> Feature Story Writing	Storter Childs Tour	Handout
14	Nov 22	Feature Story	No Class	None
15	Nov 29	Online Portfolios	Workday <i>Peer Review Feature Story</i>	Ch 13
16	Dec 6	<i>Due: Feature Story (12/6)</i> Presentation Day	No Class	
17	Dec 12	<i>Due: Online Portfolio (12/12)</i>		