Agricultural and Natural Resources Media Writing
AEC 5032
Fall 2023 – 3 Credit Hours
Department of Agricultural Leadership, Education, & Communication

Instructor

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Class Times	Location
Monday: Periods 7-8 (1:55-3:50 PM)	Bryant 107

* It is important you attend as many class meetings as possible, unless you have an excused absence.

Course Description

This course is designed to expose students to a variety of writing, multimedia, hardware, and software for assignments that mimic the "real world" of agricultural communication. The goal is to broaden your experience and move you as close as possible to the professional level by stretching you to learn more and apply yourselves. This course will build on skills and knowledge gained in AEC 4031 and AEC 3070. Prerequisites include AEC 3070C and AEC 3071/JOU 3101.

Course Objectives

By the end of this course, you will be able to:
1. Write effectively in business, promotional, and informational contexts
2. Effectively edit written material
3. Communicate information tailored to the needs and expectations of target audiences
4. Layout and design print and digital materials based on the principles of design
5. Use industry standard software to create print and digital materials

You will practice and demonstrate theories and skills through in-class and online discussions and assignments and through a final project that includes writing, multimedia, and design.

Course Design

This course is structured following a **project-based learning (PjBL)** design. Our driving question this semester will be:

How can we as science communicators and leaders utilize 360º multimedia, photography, graphic design, and writing to educate online audiences via the Streaming Science platform about agricultural and natural resources research and careers?

PjBL steps include: (Buck Institute for Education: http://www.bie.org)

- Challenging problem/question
- Sustained inquiry
- Authenticity
- Student voice & choice
- Reflection
- Critique & vision
- Public Product

This class is also designed to follow the 'Partnering Pedagogy' philosophy. We are partners in your learning and will work together to develop pathways and solutions to reach course learning goals.

Course Readings and Resources

Required Texts:
- Hagen, Rebecca & Golombisky, Kim. (Third Edition; 2017). *White Space is Not Your Enemy*.
- *Agricultural and Natural Resources Communications* (https://anrcommunications.org/). Free online publication.
- Other readings are posted on Canvas.

Suggested Texts
Long, Ben. (Ninth Edition). *Complete Digital Photography*.

Required Software:
- Adobe Creative Suite (Lightroom, Photoshop, InDesign, and Spark)
- Canva
- Canvas

Assignments

Instructional Goal	Assignment/Activity	Possible Points
Preproduction		
	Introduction	10
3	Topic Selection & Research	25
3	Interview Contact & Question Guide	25
3	Recorded & Transcribed Interviews	50
Drafting		
1	Photo Essay Written Draft 1	50
1	Print Piece Written Draft 2	50
4,5	Photo Essay Design Draft 1	50
4,5	Print Piece Design Draft 2	50
2	Peer Review	30
2	Source Review	30
Final Draft		
1,2,3,4,5	Final Photo Essay	100
1,2,3,4,5	Final Print Piece	100
1,2,3,4,5	Social Media Posts	50
Professional Development		
4,5	*Boundless Science* Instagram Designs	100
4,5	Lightroom Certificate	50
4,5	InDesign Certificate	50
	TOTAL	**820**

You will ultimately develop an online photo essay, print piece, multimedia element, and social media posts featuring an agricultural and natural resources science topic and scientist through the above assignments. Additionally, you will complete LinkedIn Learning certifications in Adobe Lightroom and InDesign as well as develop your professional online portfolio throughout the semester.

Course Grading

The course grading scale is provided in the following section. Papers and out-of-class assignments must be typed and formatted according to instructions provided by me. You will receive specific information well in advance of deadline dates.

Grading scale

A = 93-100%	C+ = 76 – 79.99%	F = Below 60%
A- = 90 – 92.99%	C = 73 – 75.99%	
B+ = 86 – 89.99%	C- = 70 – 72.99%	
B = 83 – 85.99%	D+ = 66 – 69.99%	
B- = 80 – 82.99%	D = 63 – 65.99%	

Further information about UF grading policies can be found here:
https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

General Course Expectations

Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at:
https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

Attendance

If you must miss class, please keep up with the assigned readings, recordings of class meetings, and online activities, so you can make meaningful contributions. We understand in current times that life has disruptions that sometimes we cannot avoid. You can miss **THREE** class meetings – as excused. In the event you cannot attend class, communicate directly with both Dr. Loizzo **AND** Gabe via email.

Late Assignments

The ability to meet deadlines is one of the most basic requirements expected of professionals. Announced deadlines are firm for all graded work. If you are unable to meet a deadline, please let us know ahead of time, and we will work with you to achieve a reasonable resolution.

Zoom Class Recording Privacy Policy

Our class sessions may be audio visually recorded for students in the class to refer back to and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

In-Class Recording

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are

prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Online Course Evaluation Process

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Academic Honesty

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Click here to read the Conduct Code. If you have any questions or concerns, please consult with the instructor or TAs in this class.

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.

Services for Students with Disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click here to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Health and Wellness Resources

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources.

- U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
- Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.
- University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
- UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

Academic Resources

- E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.
- On-Line Students Complaints: View the Distance Learning Student Complaint Process.

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FALL 2023 Tentative* Course Schedule

Week	Monday	Readings & Online	Assignments
PREPRODUCTION			
1 Aug 23	Online this week No class on 8/21	• Welcome! & course overview • *The Streaming Science Project*	**Introductions**
2 Aug 28	• Writing • Project topics	• News & feature writing • Solutions-focused storytelling	**Topic Selection & Research**
3 Sep 4 (9/4 holiday)	Online this week No class on 9/4	• How to conduct interviews	**Interview Contact**
4 Sep 11	• Cameras • Photography, VR, audio	• Lighting & composition • Conduct interviews	**Interview Question Guide**
5 Sep 18	• Cameras • Photography, VR, audio	• Adobe Lightroom • Conduct interviews	
6 Sep 25	• Adobe Spark • Adobe InDesign	• Intro to design (Ch 1) • Design fundamentals (Ch 7&8)	
7 Oct 2 (Loizzo @Guelph) (10/6 Homecoming)	• Adobe Spark • Adobe InDesign • Writing	• Layout (Ch 6) • Layout sins (Ch 4) • Writing	**Recorded/transcribed interviews**
PROJECT DRAFTING			
8 Oct 9	Project Work		
9 Oct 16 (Loizzo @ AECT)	Project Work	• Designing for the web (Ch 13) • Multimedia capture	**Writing drafts**
10 Oct 23	*Boundless Science* design format	• Peer Review 1 • Multimedia capture	**Peer Review 1**
11 Oct 30	*Boundless Science* design format	• Fit to Print (Ch 14)	**Source Review 1**
12 Nov 6 (11/10 holiday)	Project Work		
13 Nov 13	Project Work		**Design Drafts**
14 Nov 20	Peer Review	• Adding Visual Appeal (Ch 9)	**Peer Review 2**
15 Nov 27	Social Media	• Design for social media (Ch 12)	**Source Review 2**

Week	Monday	Readings & Online	Assignments
FINAL DRAFTS			
16 Dec 4 (12/7 & 8 reading days)	Final Presentations		**Final Photo Essay** **Final Print Piece** **Social Media Posts** ***Boundless Science*** **Instagram Designs**
FINAL Dec 11	12/14 @ 10AM-12PM		**Adobe Certificates**

*This schedule is tentative and subject to change – contingent upon learning progress, project milestone adjustments, and other unforeseen time circumstances.