COMMUNICATION PRACTICES
for
AGRICULTURAL AND LIFE SCIENCES

AEC 4035 | FALL 2017 | 3 CREDITS

TIME & LOCATION
Tuesday: Period 5-6 (11:45 a.m. - 1:40 p.m.)
Thursday: Period 5 (11:45 a.m. - 12:35 p.m.)
Bryant Hall 107 (Mac Lab)

PREREQUISITES
AEC 3070C & AEC 3071/JOU3101

DESCRIPTION
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.

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

INSTRUCTOR
TIFFANY ROGERS-RANDOLPH
411 Rolfs Hall
269-921-0583
roger187@ufl.edu

Office Hours:
T: 1:40 p.m. - 2:40 p.m.
R: 12:35 p.m. - 1:35 p.m.
*Or by appointment

TA
SHANNON FRY
sfrey@ufl.edu

TA
TERESA SUITS
teresasuits@ufl.edu

INSTRUCTIONAL SUPPORT: DR. LISA LUNDY

MATERIALS

<table>
<thead>
<tr>
<th>TEXTBOOK</th>
<th>E-LEARNING</th>
<th>REMINDERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>“White Space is Not Your Enemy”</td>
<td>Canvas</td>
<td>Remind 101</td>
</tr>
<tr>
<td>Rebecca Hagen &amp; Kim Golombiski</td>
<td>Lynda.com</td>
<td>Text @4035f to 81010</td>
</tr>
</tbody>
</table>

MAC LAB EXPECTATIONS
- Use assigned iMac
- No food and drink in the Mac Lab
- Except water bottles with secure cap
- Refer to schedule for available work times
- Follow posted rules of the lab at all times
- Use electronic devices for academic purposes
- Save work to personal USB
- Reserve equipment with Dr. Telg
**GRADE BREAKDOWN**

**ASSIGNMENTS: 50%**
- Resume
- Brochure
- Photo Essay
- Online Portfolio
- Magazine Spread/Story
- Reflections

**SKILLS TESTS & QUIZZES: 25%**
- Show mastery of InDesign
- Recreate a print piece
- Open notes
- Based on brief portions of Lynda modules
- Demonstrate skills
- Open notes

**PARTICIPATION: 25%**
- Graded every class
- Attend 90% of class periods to receive full credit
- Evaluated through In-Class-Activities

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**PARTICIPATION TIPS**
- Read required reading and watch assigned videos
- Contribute thoughtful comments and questions to class discussion
- Be actively engaged and consistently participate in activities
- Be on time to class with programs opened and files downloaded
- Meet expectations as articulated by instructor

*Cannot be made up without documented university excused absence*

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**ASSIGNMENTS**

**RESUME & REFLECTION**
Redesign your current resume using InDesign to create visual appeal

- **125 POINTS**
- **250 WORDS**
- **9/25/17 DRAFT**
- **9/28/17 FINAL**

**BROCHURE & REFLECTION**
Create a brochure to educate Florida residents about a current agricultural issue using InDesign

- **125 POINTS**
- **500 WORDS**
- **10/9/17 DRAFT**
- **10/12/17 FINAL**

**PHOTO ESSAY & REFLECTION**
Create a four-page photojournalism story on an agriculturally-related event using InDesign and Lightroom

- **125 POINTS**
- **500 WORDS**
- **10/30/17 DRAFT**
- **11/2/17 FINAL**

**ONLINE PORTFOLIO & REFLECTION**
Create/update your online portfolio using Wix or another Web-editing program

- **125 POINTS**
- **250 WORDS**
- **11/20/17 DRAFT**
- **11/28/17 FINAL**

**MAGAZINE SPREAD/STORY & REFLECTION**
Create a magazine spread/feature story about an AEC alum that meets UF brand standards using InDesign and Lightroom

- **175 POINTS**
- **750 WORDS**
- **11/27/17 DRAFT**
- **12/5/17 FINAL**

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**READIMG**
- Assigned to correlate with lecture topics
- Content will be used to successfully complete In-Class-Activities

**SUBMISSIONS**
- Electronically through Canvas by 11:59 p.m. on the due date
- Design assignments: PDF
- Reflections: Word Document
- Follow submission instructions on each assignment

**LATE WORK**
- Considered late at 12:00 a.m.
- 10% deducted for each day late
- Technical difficulties are not an excuse for late work
- Options if you experience difficulties with Canvas:
  - Email assignment to instructor
  - If the file is too large, email .zip files or link to Dropbox
**ATTENDANCE**
- Present university excused absences to instructor one week prior to event
- It is your responsibility to make up missed work within one week of your return
- [http://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx](http://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx)

**FEEDBACK**
- Opportunities to improve writing and design skills through growth-mindest:
  - Peer reviews
  - One-on-one conferences with instructor
  - Self-grade/reflections
  - Written feedback from instructor

**EVALUATION**
- Opportunity to improve this course for future students by completing course evaluation
- Available during the last two – three weeks of the semester
- [http://evaluations.ufl.edu](http://evaluations.ufl.edu)

**UNIVERSITY POLICIES**

**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**
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**
As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.” You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit 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.”

It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see: [http://www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)

**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. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

- 0001 Reid Hall, 352–392–8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)

**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. The Counseling & Wellness Center provides 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.

- University Counseling & Wellness Center, 3190 Radio Road, 352–392–1575, [www.counseling.ufl.edu/cwc/](http://www.counseling.ufl.edu/cwc/)
  - Counseling Services
  - Groups and Workshops
  - Outreach and Consultation
  - Self-Help Library
  - Wellness Coaching
- U Matter We Care, [www.umatter.ufl.edu/](http://www.umatter.ufl.edu/)
- Career Resource Center, First Floor JVRU, 392–1601, [www.career.ufl.edu/](http://www.career.ufl.edu/)

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**GRADES**

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93% - 100%</td>
</tr>
<tr>
<td>A–</td>
<td>90% - 92.9%</td>
</tr>
<tr>
<td>A+</td>
<td>86% - 89.9%</td>
</tr>
<tr>
<td>B</td>
<td>83% - 85.9%</td>
</tr>
<tr>
<td>B–</td>
<td>80% - 82.9%</td>
</tr>
<tr>
<td>B+</td>
<td>76% - 79.9%</td>
</tr>
<tr>
<td>C</td>
<td>73% - 75.9%</td>
</tr>
<tr>
<td>C–</td>
<td>70% - 72.9%</td>
</tr>
<tr>
<td>D</td>
<td>66% - 69.9%</td>
</tr>
<tr>
<td>D–</td>
<td>63% - 65.9%</td>
</tr>
<tr>
<td>D+</td>
<td>60% - 62.9%</td>
</tr>
<tr>
<td>E</td>
<td>BELOW 60%</td>
</tr>
</tbody>
</table>

*Address all grade discrepancies in person within one week of grade being posted to Canvas

*You must earn a C or better to earn credit for the Gordon Rule Writing Requirement
**Just keep reminding yourself that you have a job to do.**

*It’s called visual communication.*

- **WHITE SPACE IS NOT YOUR ENEMY**