# Communication Practices for Agricultural and Life Sciences

**AEC 4035 | Spring 2018 | 3 Credits**

## Instructor

**Tiffany Rogers-Randolph**  
411 Rolfs Hall  
269-921-0583  
roger187@ufl.edu  
Office Hours:  
T: 10:30 a.m. - 11:30 a.m.  
R: 9:30 a.m. - 10:30 a.m.  
*Or by appointment

## TA

**Corey Darnell**  
corey.darnell@ufl.edu  
**Cynthia Gutierrez**  
c.gutierrez23@ufl.edu

## Time & Location

- **Tuesday**: Periods 2-3 (8:30 a.m. - 10:25 a.m.)  
- **Thursday**: Period 2 (8:30 a.m. - 9:20 a.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

## Materials

<table>
<thead>
<tr>
<th>Textbook</th>
<th>E-Learning</th>
<th>Reminders</th>
</tr>
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| “White Space is Not Your Enemy”  
Rebecca Hagen & Kim Golombisky | Canvas  
Lynda.com | Remind 101  
Text @6c2e64 to 81010 |

## Mac Lab Expectations

- Use assigned iMac  
- No food or drink in the Mac Lab  
- Except water bottles with secure cap  
- Refer to Mac Lab schedule for available work times  
- Follow posted rules of the Mac Lab at all times  
- Use electronic devices for academic purposes  
- Save work to personal USB  
- Reserve camera equipment through Cheqroom
Create a personal logo using Illustrator and redesign your current resume using InDesign to create visual appeal.

**ASSIGNMENTS**

**Creativity Journal**
Create five journal entries with accompanying pictures describing involvement and growth in creative activities

- **175 POINTS**
- **1,250 WORDS**
- **3/1/18 FINAL**

**Magazine Spread & Reflection**
Create a magazine spread/feature story about an CALS alum that meets UF brand standards using InDesign

- **125 POINTS**
- **750 WORDS**
- **2/13/18 DRAFT**
- **2/20/18 FINAL**

**Brochure & Reflection**
Create a brochure to educate Florida residents about a current agricultural issue using InDesign

- **125 POINTS**
- **500 WORDS**
- **3/13/18 DRAFT**
- **3/20/18 FINAL**

**Logo & Resume & Reflection**
Create a personal logo using Illustrator and redesign your current resume using InDesign to create visual appeal

- **175 POINTS**
- **250 WORDS**
- **4/3/18 DRAFT**
- **4/10/18 FINAL**

**Infographic & Reflection**
Create an infographic to educate consumers about a current agricultural issue using Illustrator and InDesign

- **175 POINTS**
- **250 WORDS**
- **4/17/18 DRAFT**
- **4/24/18 FINAL**

* A hard and electronic copy of the expectations and rubric for every assignment will be provided in class and on Canvas.
**Software Use**

All faculty, staff, and students of the University of Florida 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/sscr/process/student-conduct-honor-code.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>TUESDAYS (8:30 a.m. - 10:25 a.m.)</th>
<th>THURSDAYS (8:30 a.m. - 9:20 a.m.)</th>
</tr>
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</table>
| 1    | **JANUARY 9**
   **"INTRODUCTION TO 4035"**
   **INDESIGN PRE-TEST** | **JANUARY 11**
   **"REVIEW OF INDESIGN BASICS"**
   **INTRO TO LYNDA CERTIFICATION EXTRA CREDIT** |
| 2    | **JANUARY 16**
   **"CREATIVITY"**
   **INTRO TO CREATIVITY JOURNAL ASSIGNMENT** | **JANUARY 18**
   **"BUILDING BLOCKS OF DESIGN"** |
| 3    | **JANUARY 23**
   **"REVIEW OF WRITING AND INTERVIEWING"** | **JANUARY 25**
   **"MAGAZINE SPREADS & UF BRANDING"**
   **INTRO TO MAGAZINE SPREAD ASSIGNMENT** |
| 4    | **JANUARY 30**
   **"DESIGN SINS"**
   **InDesign Basics Exam** | **FEBRUARY 1**
   **"INDESIGN"** |
| 5    | **FEBRUARY 6**
   **"INDESIGN"**
   **"LAYOUTS & WORKS-EVERY-TIME LAYOUT"** | **FEBRUARY 8**
   **"INDESIGN"** |
| 6    | **FEBRUARY 13**
   **"INDESIGN"**
   **Magazine Spread Draft Due**
   **Magazine Peer Review Due - Wednesday, February 14** | **FEBRUARY 15**
   **"MAGAZINE SPREAD WORK DAY"** |
| 7    | **FEBRUARY 20**
   **"TYPE & COLOR"**
   **Magazine Spread & Reflection Due** | **FEBRUARY 22**
   **"ADDING VISUAL APPEAL"**
   **INTRO TO BROCHURE ASSIGNMENT** |
| 8    | **FEBRUARY 27**
   **"DESIGN PROCESS & AUDIENCE ANALYSIS"** | **MARCH 1**
   **"INTRO TO BROCHURE LAYOUT"**
   **Inspiration for Brochure Due** |
| 9    | **MARCH 6**
   **NO CLASS - ENJOY SPRING BREAK!** | **MARCH 8**
   **NO CLASS - ENJOY SPRING BREAK!** |
| 10   | **MARCH 13**
   **"BROCHURE WORK DAY"**
   **Brochure Draft Due**
   **Brochure Peer Review Due - Wednesday March 14** | **MARCH 15**
   **"BROCHURE WORK DAY"**
   **Creativity Journal & Reflection Due** |
| 11   | **MARCH 20**
   **"BRANDING LOGOS & RESUMES"**
   **INTRO TO LOGO & RESUME ASSIGNMENT**
   **Brochure & Reflection Due** | **MARCH 22**
   **"LOGO WORK DAY"**
   **Inspiration for Logo & Resume Due** |
| 12   | **MARCH 27**
   **"ILLUSTRATOR"** | **MARCH 29**
   **"ILLUSTRATOR"** |
| 13   | **APRIL 3**
   **"LOGO & RESUME WORK DAY"**
   **Logo & Resume Draft Due**
   **Logo & Resume Peer Review Due - Wednesday, April 4** | **APRIL 5**
   **"LOGO & RESUME WORK DAY"** |
| 14   | **APRIL 10**
   **"INFOGRAPHICS"**
   **INTRO TO INFOGRAPHIC ASSIGNMENT**
   **Logo, Resume & Reflection Due** | **APRIL 12**
   **"INFOGRAPHICS & ILLUSTRATOR"**
   **Inspiration for Infographic Due** |
| 15   | **APRIL 17**
   **"INFOGRAPHIC WORK DAY"**
   **Infographic Draft Due**
   **Infographic Peer Review Due - Wednesday, April 18** | **APRIL 19**
   **"INFOGRAPHIC WORK DAY"** |
| 16   | **APRIL 24**
   **"FINAL PRESENTATIONS"**
   **Infographic & Reflection Due** | **APRIL 26**
   **NO CLASS - READING DAY**
   **Online Portfolio Update Due** |