Instructor: Dr. Lisa Lundy  
lisalundy@ufl.edu  
Office: 113D Bryant Hall  
Phone: (352)273-2588  
Office Hours: Th, 2-4 p.m.

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Course Meets:  
Tuesday, 8:30 to 10:25 a.m.  
Thursday, 9:35 to 10:25 a.m.  
Location: 107 Bryant Hall (the Mac Lab)

Who do I need to know?

What is this class all about?

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.

Course Objectives - Upon successful completion of this course, students will be able to:  
1. Write and design for promotional and informational purposes  
2. Layout and design print and digital materials based on the principals of design  
3. Use industry standard software to create print and digital materials  
4. Effectively edit written materials
What do I need to know?

Other Materials:
- Jump drive with at least 4 gb of space
- Recent AP Style Manual
- Access to a digital camera
- Access to Canvas (please check frequently)

Equipment and Mac Lab in 107 Bryant Hall

- Digital photography cameras are reserved through Dr. Telg on a first-come, first-served basis.
- You will be assigned to a particular Macintosh computer for the semester.
- Food and drink are absolutely not permitted in the computer lab. The only exception is water bottles with a secure bottle cap.
- The rules of the lab (posted in the lab and reviewed on the first day of this course) should be followed at all times.
How will I be graded?

Unless otherwise noted, every component will be evaluated on 100 points. Your final grade for the course will be calculated on the previous percentages, which will then lead to your final letter grade as based on the following scale:

**Grading Scale:**

- **A** = 93 – 100%
- **A-** = 90 – 92.99%
- **B+** = 86 – 89.99%
- **B** = 83 – 85.99%
- **B-** = 80 – 82.99%
- **C+** = 76 – 79.99%
- **C** = 73 – 75.99%
- **C-** = 70 – 72.99%
- **D+** = 66 – 69.99%
- **D** = 63 – 65.99%
- **D-** = 60 – 62.99%
- **E** = below 60%

*Note: For information on current UF policies for assigning grade points, see https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx*

Please note: Under no circumstances will final grades be rounded. Please do not come to me at the end of the semester to negotiate your grade. If you want an A in this course, begin working toward that today.
## Course Calendar

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<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>January 5</td>
<td>Course Introduction</td>
<td>January 7</td>
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<td>Intro to design principles</td>
<td>Introduction to Adobe Illustrator</td>
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<td>Read Ch. 1</td>
<td>Read Ch. 2</td>
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<td>January 12</td>
<td>Adobe Illustrator</td>
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<td>Read Ch. 3-4</td>
<td>Adobe Illustrator</td>
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<td>January 19</td>
<td>Adobe Illustrator</td>
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<td>Read Ch. 5-6</td>
<td>Adobe Illustrator</td>
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<td>January 26</td>
<td>Adobe Illustrator</td>
<td>January 28</td>
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<td>Read Ch. 7-8</td>
<td>Adobe Illustrator</td>
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<td>February 2</td>
<td>Photography Principles</td>
<td>February 4</td>
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<td>Introduction to Adobe Photoshop</td>
<td>Raychel Rabon – guest lecture on</td>
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<td>photography</td>
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<td>February 9</td>
<td>Individual lab work day</td>
<td>February 11</td>
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<td>(SAAS Conference)</td>
<td>Adobe Photoshop</td>
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<td>February 16</td>
<td>Adobe Photoshop</td>
<td>February 18</td>
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<td>Presentations – Photo Essays</td>
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<td>February 23</td>
<td>Introduction to Adobe InDesign</td>
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<td>Read Ch. 9-10</td>
<td>Adobe InDesign</td>
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<td>March 1</td>
<td>No Class; Spring Break</td>
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<td>March 8</td>
<td>Adobe InDesign</td>
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<td>March 15</td>
<td>Adobe InDesign</td>
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<td>March 22</td>
<td>Storterchilds Printing Field Trip</td>
<td>March 24</td>
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<td>March 29</td>
<td>Resume &amp; Cover Letter Lab</td>
<td>March 24</td>
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<td>Resumes &amp; Cover Letters</td>
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<td>March 30</td>
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<td>March 31</td>
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<td>Public Relations Writing</td>
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<td>April 5</td>
<td>Public Relations Writing Lab</td>
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<td>Feature Writing</td>
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<td>April 12</td>
<td>Feature Writing Lab</td>
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<td>Workday</td>
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<td>April 19</td>
<td>Share final portfolios with class</td>
<td>April 21</td>
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<td>No class – reading day</td>
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*This course schedule is subject to change. If changes are necessary, students will be notified.*
POLICIES & GUIDELINES FOR SUCCESS IN THIS CLASS

Class Expectations: Come to each class having read and studied the assigned readings for that week so that you can contribute to our class discussions. You should be able to provide an overview of each reading and explain how the readings relate to one another as a whole. High-quality participation means that you offer a number of informed comments and questions for each class period.

On some days, quizzes, assignments and activities will be formally evaluated as part of your participation grade. Student participation will also be evaluated according to the following criteria:

- Meeting deadlines and expectations articulated by the instructor.
- Consistent participation and engagement with the class community.
- Consistent participation and contribution to your group (during and outside of class).
- Listening and responding respectfully to ideas and questions posed by others.

Grade Discrepancies
If you have a question about a grade you receive on any of the course components, you must discuss the grade with me within one week of getting the assignment back. After that, grades will not be discussed or modified. This discussion must occur in person. I do not discuss grades via email.

Accommodations
If you know of any type of disability or barrier to your success in this class, please let me know as soon as possible. I want you to be successful and I am happy to work with you, if I can. Please note, 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.

Class Absences
Attending class is essential to be successful in this course. Class attendance is the responsibility of the student. The student is expected to attend all classes. A student who finds it necessary to miss class assumes responsibility for making up examinations, obtaining lecture notes, and otherwise compensating for what may have been missed. The course instructor will determine the validity of a student's reason(s) for absences and will assist those students who have valid reasons. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Writing
To be successful in today’s world, it is critical that you write well. As such, your grade for each aspect of this course will be based on the quality of your thinking and writing. All assignments should be free of inaccuracies, weak thinking, typos, spelling errors and grammatical problems. Never turn in a first draft.

Professionalism
The reality of this field is that people judge you by how you present yourself. Your use of language, the clarity of your speaking and your general appearance and professional bearing will shape the opinions of those who are listening to you. If you deliver a poor, unprofessional presentation, your grade will suffer. I will also grade you on the basis of the
facts you assemble, the astuteness of your analysis of the problem and the soundness of your recommendations.

**AEC Expectations for Writing:**
In all courses in the Department of Agricultural Education and Communication’s Communication and Leadership Development (CLD) specialization, the following writing standards are expected to be followed, unless otherwise specified for a particular writing assignment. Not following these writing standards will result in substantially lower grades on writing assignments.

- Proper grammar and punctuation are mandatory.
- Proper sentence structure is required. This means...
  - Not using “tweet-talk” in your assignments.
  - Making sure that your sentences have a subject, verb, and (when needed) an object.
  - Not having sentence fragments.
  - And anything else that would pertain to “proper sentence structure.”
- No use of first person (I, me, my, mine, our) unless denoted within the assignment rubric.
- NO use of contractions.
- Good thoughts/content throughout the writing assignment.
- For assignments that require citations, use American Psychological Association style. Proper APA citation and reference document is expected.
- For assignments that are more reporter-style articles (news stories, news releases, public relations writing), you are expected to follow Associated Press Style, as discussed in AEC 4031.

**AEC Expectations for Design:**
In all courses in the Department of Agricultural Education and Communication’s Communication and Leadership Development (CLD) specialization, the following design standards are expected to be followed, unless otherwise specified for a particular writing assignment. Not following these design standards will result in substantially lower grades on design-related assignments.

- Proper grammar, punctuation, and sentence structure are mandatory. Although these are design assignments, writing has to be perfect so as not to detract from the design.
- For assignments that feature more reporter-style articles (news stories, news releases, public relations writing), you are expected to follow Associated Press Style, as discussed in AEC 4031.
- Use the proper photographic settings for the assignment (300 ppi for printed photos; 72 ppi for Web). Pixilated photos will result in lower grades.
- Students should not use copyrighted materials for design assignments. For example you may not “borrow” a graphic or design. Commercial artwork that is purchased may be used for assignments. Similarly, you may use ideas for a graphic/design assignment, but the use of the actual graphic/design is not acceptable.
- The following minimal design skills are expected to be demonstrated on all design assignments. The ability to resize an image, create documents in multiple columns, insert a graphic on a page, insert text with a graphic, alter the color of text and/or graphics. Additionally, the student should have moderate ability with the following software in order to complete design assignments:
  - Microsoft PowerPoint
  - Microsoft Word
  - Adobe Photoshop (photographs)
Adobe Illustrator (graphics). This software program is taught only in AEC4035. The expectations for actual graphic design in other courses will be minimal.

- Adobe InDesign (print layout)
- WordPress (Web)
- Final Cut Express or ProX (video)

The University of Florida has an agreement with Lynda.com to provide FREE online tutorials to students and faculty on many software programs. If you feel “rusty” with any program, after being introduced to it in an AEC course, it is highly recommended that you take it upon yourself to go through some of the Lynda.com tutorials: http://www.it.ufl.edu/training/. Click on the Lynda.com yellow box on the right side of the screen.

**Deadlines**

Deadlines will be given for all work; these deadlines will not be extended. Meeting deadlines is essential to be successful in this course and in our field. Your work must be completed and handed in by the specified date and time. Incomplete work turned in by the deadline will receive partial credit. If you miss a deadline without having a valid excuse, you will receive zero points on the late work.

**Online Course Evaluation Process**

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu.

**DIGITAL DEVICES**

I recognize the benefits of technology in the classroom, especially the iMacs we will use throughout the semester. However, if your use of electronic devices becomes distracting, you will be asked to leave class and will not receive credit for the day (Working on other projects, Facebook, surfing the web, texting, etc.).

**Student Assistance and Emergencies**

University support services are available to students who are experiencing significant distress and/or personal emergencies. As appropriate please contact:

UF Counseling & Wellness Center: www.counseling.ufl.edu or 352-392-1575

University Police Department: 352-392-1111 or 9-1-1 for emergencies

**Final Thought**

I want you to be successful in this class, and I will do my best to help you succeed. I am happy to help you address any challenges you face this semester; please come visit me during office hours to discuss any concerns or challenges.
**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/](https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/)