Communication Practices for Agricultural and Life Sciences
AEC 4035 / 5032
Fall 2018– 3 Credit Hours
Department of Agricultural Leadership, Education, & Communication

Instructor

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Class Times	Location
Tuesday: Periods 2-3 (8:30 a.m. - 10:25 a.m.)	Bryant Hall 107 (Mac Lab)
Thursday: Period 2 (8:30 a.m. - 9:20 a.m.)	

*It is important you attend all class meetings, unless the absence is excused.

Course 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 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.

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, project-based assignments, and an exam.

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 photography, graphic design, and writing to educate online audiences about NATL environmental research projects / the Field and Fork program?*

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
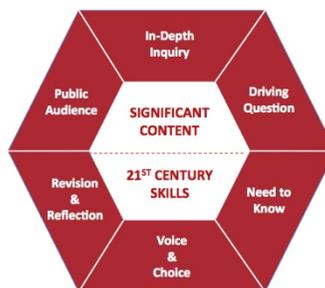
Course Readings and Resources

Required Texts:
Long, Ben. (2014, 8th Edition). Complete Digital Photography.

Hagen, Rebecca & Golombisky, Kim. (2013 or 2016 Edition). White Space is Not Your Enemy.

Online:
Canvas, Box, Adobe Creative Suite (Lightroom, Photoshop, InDesign, and Spark)

Assignments

Instructional Goal	Assignment/Activity	Possible Points	Words
	Introduction and Selfie-photo narrative	10	
Project 1: Why AEC? Student Social Media Feature		**100**	500
3	Research, planning, and pitch	*10*	
1,2	Web story	*30*	
4,5	Photos	*30*	
4,5	Social media posts	*30*	
Project 2: Scientist / Expert Photo Essay		**100**	1,500
3	Research, planning, and pitch	*10*	
1,2	Web story	*30*	
4,5	Photos + Google StreetView	*30*	
4,5	Social media posts	*30*	
Project 3: Issue in a Nutshell / Design Piece		**100**	1,500
3	Research, planning, and pitch	*10*	
1,2	Info/story text	*30*	
4,5	Photos + Google StreetView	*30*	
4,5	Layout	*30*	
Ongoing Work		**80**	
5	Lynda trainings	*extra credit*	
1-5	Project drafts and critiques	*30*	1,500
1,2	Reflection journal	*50*	1,000
Assessment Check-Points		**200**	
1-5	Midterm Camera Use / Layout Skills / Portfolium	*100*	
1-5	Final Portfolium and Presentation	*100*	
Professionalism & Attendance		**30**	
	Total	**620**	

Introduction/Selfie-Photo Narrative:
Create a photo narrative with 7-10 photos to introduce yourself to the class. Use your cell phone or other mobile device to shoot the photos.

Project 1: "Why AEC?" Student Feature:
You will develop a written/photographic online feature about a fellow AEC student from class. Interview the student, write a feature story, take photos, and then design a social media post to depict your feature interviewee as to why they joined the AEC department and what they hope to do with their degree.

Projects 2 & 3 Scientist Photo Essay and Issue in a Nutshell Design Piece:
You will develop photo essays in various formats featuring our scientist partners and a STEM issue. Each project consists of submitting:
- Research, planning, and pitch documents
- Web story
- Photos
- Layout

Details and rubrics for project steps will be given in class and provided in Canvas.

Ongoing Work:
Throughout the semester, you will submit drafts of each project and provide peer reviews. You will also write reflection journal entries about your learning and project progress. Parameters for these will be provided in Canvas and during class time.

Assessment Check-Points:
At the midterm, you will take a short exam and demonstrate your learning of photography hardware and software and layout design principles, as well as a draft Portfolium of photos taken during class photo field trips. At the end of the semester, you will submit your three photo essays, which includes edited photos and narration, any needed graphics, web stories, and layout. There is not a typical final exam for this course. Instead, you will present your completed projects (photo essay and web story) during a presentation to invited students, staff, and faculty within IFAS-CALS.

Course Grading and Assignments

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 the instructor. You will receive specific information well in advance of deadline dates. Late assignments will receive a 10% point deduction per each day the assignment is late. You are expected to meet deadlines, as an AEC professional would be expected to do.

Grading scale

A+ = 100%	C+ = 79 to 76%	F = Below 60%
A = 99 to 95%	C = 75 to 73%	
A- = 94 to 90%	C- = 72 to 70%	
B+ = 89 to 86%	D+ = 69 to 66%	
B = 85 to 83%	D = 65 to 63%	
B- = 82 to 80%	D- = 62 to 60%	

Attendance and Make-Up Work

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/ugrad/current/regulations/info/attendance.aspx

You are expected to attend every class and arrive on time. If you must miss class, please keep up with the assigned readings so you can make meaningful contributions to in-person and online discussions. If you must miss class and are unable to speak with the instructor in person, leave a phone message or send an e-mail message as soon as possible. Penalties will be assessed for unprofessional behaviors such as unexcused absences, tardiness, lack of preparation, or inattentiveness during class lectures or discussions.

The ability to meet deadlines is one of the most basic requirements expected of professionals. Announced deadlines are firm for all graded work, unless you receive prior permission from me – late materials will not be accepted. Permissions are granted only for approved university functions or other unique situations that warrant an excused absence as judged by me. Unless otherwise stated, materials are due in class on the deadline date. Computer problems are not a justification for missed deadlines.

Online Course Evaluation Process

Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide feedback on the quality of instruction in this course using a standard set of university and college criteria. These evaluations are conducted online at https://evaluations.ufl.edu. Evaluations are typically open for students to complete during the last two or three weeks of the semester; students will be notified of the specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results.

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/sccr/process/student-conduct-honor-code.

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

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/

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/
    Counseling Services
    Groups and Workshops
    Outreach and Consultation
    Self-Help Library
    Wellness Coaching

- U Matter We Care, www.umatter.ufl.edu/
- *Career Resource Center,* First Floor JWRU, 392-1601, www.crc.ufl.edu/

AEC 4035 Communication Practices for Agricultural and Life Sciences

Fall 2018 Tentative* Course Schedule

Week	Reading	Tuesday	Thursday	Assignments
1 Aug 20-24	Photo: 1 & 2		Hello & welcome!	
Photo Hardware / Project 1 Development				
2 Aug 27-31	Photo: 3,4,6	• View narratives • Eyes vs. cameras • Get to know your camera	• Project planning • Camera anatomy • Auto modes • Composition	**8/28**: Intro/selfie-photo narrative
3 Sep 3-7	Photo: 6,7,8	Photo field trip	• Project pitch • Exposure basics • Light meter • Manual/Program mode • Advanced exposure	**9/9**: Project research and plan
4 Sep 10-14	Photo: 9 & 10	Photo field trip	• Audience analysis • Interviewing • Writing • Formatting	**9/16**: reflection
5 Sep 17-21	Canvas links	Project draft critiques	• Project draft critiques • Portfolios	**9/23**: • Draft • Critique • RJ #2
Photo and Design Software / Project 2 & 3 Development				
6 Sep 24-28	• Lynda tutorials • Photo: 14-17	Adobe Lightroom	• Practice w/ Lightroom	Lynda tutorials **9/30**: reflection
7 Oct 1-5	• Lynda tutorials • Photo: 14-17	Photo field trip	• Project planning • Research NATL • Software practice	Lynda tutorials **10/7**: Project 1 final due
8 Oct 8-12		Photo field trip	• Midterm planning • Project pitch	**10/14**: Project research and plan
9 Oct 15-19	WSINYE: 1 & 2	Midterm: Camera Use/Lightroom use/draft portfolio	• Basic design principles • Design sins • Google Streetview	
10 Oct 22-26	• Lynda tutorials • WSINYE: 3, 4, 5	Photo field trip	• Adobe InDesign • Design process • Layouts • Google Streetview	Lynda tutorials **10/28**: reflection
11 Oct 29 – Nov 1	• Lynda tutorials	Photo field trip	• Adobe InDesign • Type and color • Adding visual appeal	Lynda tutorials

	• WSINYE: 7,8,9			
Project 2 & 3 Completion / 21st Century Communicators				
12 Nov 5-9		• Project pitches/updates • Photo viewing	• Photo viewing • Work day	**11/6:** Project pitches
13 Nov 12-16		Work day	Work day	**11/18:** reflection
14 Nov 19-23		Project draft and critique	No Class	
15 Nov 26-30		Work day	Work day	**12/2:** Project draft and critique
16 Dec 3-7		Final portfolios	No Class	**12/12:** reflection
FINAL	7:30-9:30am Final project 2 & 3 presentations Final portfolios and projects due			