Agricultural Media Writing
AEC 5032
Fall 2020 – 3 Credit Hours
Department of Agricultural Leadership, Education, & Communication

Instructor
Jamie Loizzo, Ph.D.
Assistant Professor of Agricultural Communication
Email: jloizzo@ufl.edu
Office Location: 121D Bryant Hall / working remotely
Virtual Office Hours (via Zoom): Fridays 9:00-10:30 am or by appointment

Teaching Assistant
Whitney Stone
Email: whitney.stone@ufl.edu
Office Hours: Thursday 10 am -12 pm or by appointment

Class Times Location
Tuesday: Periods 2-3 (8:30 a.m. - 10:25 a.m.) Online

*This is an online class with synchronous meetings. It is important you attend as many ‘live’
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,
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 360º multimedia, photography, graphic design, and writing to educate online audiences via the Streaming Science platform about:

- Tampa Bay Estuary, their outreach and research, and related STEM careers?
- social distancing and preventing the spread of COVID-19 (secondary topic: Explore Research)

PjBL steps include:

(Buck Institute for Education: [http://www.bie.org](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:

Suggested Texts
(We will provide PDF copies of chapters)

Required Software:
Adobe Creative Suite (Lightroom, Photoshop, InDesign, and Spark)
A high quality mobile photography app that allows control of aperture, shutter, and focus – we suggest the Pro Camera App.
Google Street View App & Google Tour
Google Drive
Assignments

<table>
<thead>
<tr>
<th>Instructional Goal</th>
<th>Assignment/Activity</th>
<th>Possible Points</th>
<th>Word Count</th>
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</thead>
<tbody>
<tr>
<td><strong>Project 1: 360º Virtual Tour</strong></td>
<td>140</td>
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<tr>
<td>1, 3</td>
<td>Outline/Writing Draft (OA 2)</td>
<td>20</td>
<td>1,000</td>
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<tr>
<td>2</td>
<td>Peer Review (OA 3)</td>
<td>20</td>
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<tr>
<td>1, 2, 3, 4, 5</td>
<td>Final Google Tour</td>
<td>100</td>
<td>1,000</td>
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<tr>
<td><strong>Project 2: Scientist Photo Essay</strong></td>
<td>300</td>
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<tr>
<td>1</td>
<td>Outline/Writing Draft (OA 9)</td>
<td>50</td>
<td>1,000</td>
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<tr>
<td>2</td>
<td>Peer Review (OA 10)</td>
<td>30</td>
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<tr>
<td>1, 2, 3, 4, 5</td>
<td>Final Adobe Spark Page</td>
<td>100</td>
<td>1,000</td>
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<td>1, 2, 3, 4, 5</td>
<td>Final Print One-Pager</td>
<td>100</td>
<td>1,000</td>
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<tr>
<td>1, 2, 3, 4, 5</td>
<td>Source check</td>
<td>20</td>
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<tr>
<td><strong>Ongoing Work</strong></td>
<td>240</td>
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<tr>
<td>1, 3</td>
<td>Online Activities (OA 1, 4, 5, 6, 7, 8)</td>
<td>120</td>
<td>1,000</td>
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<tr>
<td></td>
<td>Professionalism and Attendance</td>
<td>120</td>
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<tr>
<td><strong>Project 3: Photo Journals</strong></td>
<td>120</td>
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<tr>
<td>3, 5</td>
<td>Photo Journal ONE</td>
<td>40</td>
<td></td>
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<tr>
<td>3, 5</td>
<td>Photo Journal TWO</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>3, 5</td>
<td>Photo Journal THREE</td>
<td>40</td>
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<tr>
<td><strong>Assessment Check-Points</strong></td>
<td>200</td>
<td></td>
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<tr>
<td>1, 3, 4, 5</td>
<td>Midterm: Project plan, skills check, portfolio draft meeting</td>
<td>100</td>
<td></td>
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<tr>
<td>1, 2, 3, 4, 5</td>
<td>Final presentation and portfolio</td>
<td>100</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>1,000</td>
<td>6,000</td>
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**Project 1: 360º Virtual Tour**
We will use mobile 360º photo and video gear to create informative virtual tours.

**Project 2: Scientist Photo Essay**
We will develop photo essays in online and print formats featuring our scientist and Extension partners and their research/work. 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.
Photo Journals
You will compile three photo journals to demonstrate your photography skills and compositional elements. Photo Journal assignments will have multiple parts. Details will be provided in Canvas and during class time.

Ongoing Work:
Throughout the semester, you will complete 6 Online Activities (OA) that include written assignments and Lynda.com tutorials about Adobe Lightroom and Adobe InDesign. Parameters for these will be provided in Canvas and during class time.

Extra Credit: Daily Photo Journals
Students have the option of submitting a daily photograph at the end of the semester for 30 extra credit. One (1) photo per day x 100 days = 100 photographs. The details of this assignment will be provided in Canvas.

Assessment Checkpoints:
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 submit your online portfolio draft links to instructor for your choice of synchronous or asynchronous feedback. At the end of the semester, you will submit your photo essay and print piece, 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 print piece) during a presentation to invited students, staff, and faculty within IFAS-CALS.

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.

<table>
<thead>
<tr>
<th>Grading scale</th>
<th>A+ = 100%</th>
<th>C+ = 79 to 76%</th>
<th>F = Below 60%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A = 99 to 95%</td>
<td>C = 75 to 73%</td>
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<td></td>
</tr>
<tr>
<td>A- = 94 to 90%</td>
<td>C- = 72 to 70%</td>
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<tr>
<td>B+ = 89 to 86%</td>
<td>D+ = 69 to 66%</td>
<td></td>
<td></td>
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<tr>
<td>B = 85 to 83%</td>
<td>D = 65 to 63%</td>
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<tr>
<td>B- = 82 to 80%</td>
<td>D- = 62 to 60%</td>
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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/ugrad/current/regulations/info/attendance.aspx
Attendance
You are expected to **attend every class and arrive on time.** If you must miss class, please keep up with the assigned readings, recorded Zoom class meetings, and online activities, so you can make meaningful contributions. If you must miss class and are unable to speak with us in person, leave a voice mail or send an e-mail as soon as possible to both Dr. Loizzo and Whitney.

We expect all students to attend 80% of synchronous class meetings and to receive full professionalism points. However, we understand in current times that life has disruptions that sometimes we cannot avoid. You can miss **THREE** synchronous class meetings – as excused, without a deduction in professionalism points. In the event you cannot attend class, firstly, communicate directly with both Dr. Loizzo **AND** Whitney via email. Secondly, if you cannot attend class meetings, you be will required to submit a one-page single spaced summary of the recorded synchronous lecture. This will be due by the end of the semester to be considered eligible for full professionalism credit.

Professionalism
Penalties will be assessed for unprofessional behaviors such as unexcused absences, tardiness, lack of preparation, lack of adequate participation in group assignments, or inattentiveness during class lectures or discussions.

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, unless you receive prior permission from us. Permissions for late submission are granted only for approved university functions or other unique situations that warrant an excused absence as judged by us. Late assignments will receive a 10% deduction in points per each day the assignment is late. For instance, if the assignment is worth 50 points, and you submit it late – you will lose 5 points (10% of the total grade) per each day it is late. Unless otherwise stated, materials are due in class on the deadline date. Computer problems are not a justification for missed deadlines.

Zoom Class Recording Privacy Policy
Our class sessions may be audio visually recorded for students in the class to refer back 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.
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
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, https://disability.ufl.edu/
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](http://www.counseling.ufl.edu)
  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 Connections Center**, First Floor JWRU, 392-1601, [https://career.ufl.edu/](https://career.ufl.edu/)

Student Complaints:
- Online Course: [http://www.distance.ufl.edu/student-complaint-process](http://www.distance.ufl.edu/student-complaint-process)

Academic Resources
- E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu. [https://lss.at.ufl.edu/help.shtml](https://lss.at.ufl.edu/help.shtml)
- Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. [https://career.ufl.edu/](https://career.ufl.edu/) Library Support, [http://cms.uflib.ufl.edu/ask](http://cms.uflib.ufl.edu/ask)
- Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. [http://teachingcenter.ufl.edu/](http://teachingcenter.ufl.edu/)
- Student Complaints On-Campus: [https://sccr.dso.ufl.edu/policies/student-honorcode-student-conduct-code/](https://sccr.dso.ufl.edu/policies/student-honorcode-student-conduct-code/)
<table>
<thead>
<tr>
<th>Week</th>
<th>Tuesday</th>
<th>Reading &amp; Online Content</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>• Introductions &lt;br&gt; • Exploring our driving question</td>
<td>Canvas Links &lt;br&gt; Complete Digital Photography Ch.1-1(pp. 1-10)</td>
<td>OA 1 &lt;br&gt; Selfie-narrative</td>
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<td>Aug 31</td>
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<tr>
<td>2</td>
<td>• Guest Speaker &lt;br&gt; • In-class activity</td>
<td>Canvas Links &lt;br&gt; Unit 1 (Ch. 1) in Smart Phone, Smart Photography book (pp.12-27)</td>
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<tr>
<td>Sept 7</td>
<td>(Labor Day Sept 7)</td>
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<tr>
<td>3</td>
<td>• Photo Composition &lt;br&gt; • In-class activity</td>
<td>Canvas Links &lt;br&gt; Unit 1 (Ch. 2 &amp; 3) in Smart Phone, Smart Photography book (pp.30-59)</td>
<td>Photo Journal ONE due</td>
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<td>Sept 14</td>
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<tr>
<td>4</td>
<td>• What is VR? &lt;br&gt; • Google Street View &amp; practice &lt;br&gt; Labs &amp; Landscapes</td>
<td>Canvas Links &lt;br&gt; COVID-19 and VR article &lt;br&gt; Unit 2 (Ch. 1-4) in Smart Phone, Smart Photography book (pp. 62-123)</td>
<td>Photo Journal TWO due</td>
</tr>
<tr>
<td>Sept 21</td>
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<tr>
<td>5</td>
<td>• Review Photo Journals &lt;br&gt; • Project Drafting</td>
<td>Project Drafting &lt;br&gt; Canvas Links</td>
<td>OA 2 &lt;br&gt; Draft of Google Tour</td>
</tr>
<tr>
<td>Sept 28</td>
<td>(Homecoming Oct 2-3)</td>
<td></td>
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<tr>
<td>6</td>
<td>• Draft Tours &lt;br&gt; • Photo editing &lt;br&gt; Adobe Lightroom</td>
<td>Lynda.com</td>
<td>OA 3 &lt;br&gt; Peer Review of Google Tours</td>
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<tr>
<td>Oct 5</td>
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<tr>
<td>7</td>
<td>• Adobe Lightroom (continued) &lt;br&gt; • Interviewing Skills</td>
<td>Lynda.com</td>
<td>Photo Journal THREE due &lt;br&gt; OA 4 &lt;br&gt; Lightroom Tutorials</td>
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<tr>
<td>Oct 12</td>
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<tr>
<td>Week</td>
<td>Tuesday</td>
<td>Reading &amp; Online Content</td>
<td>Assignments</td>
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</table>
| 8 Oct 19 | • Project Plan  
• Skills Check  
• Portfolio Check Point | MIDTERM | Final Google Tours Due  
Midterm Due |
| 9 Oct 26 | • Guest Speaker | Canvas Links  
WSINYE: 1-5 | OA 5: Project sign ups; CAIP research  
OA 6: Design Wins-Images |
| 10 Nov 2 | • Adobe InDesign Intro  
• Albert & Alberta in-class assignment | Canvas Links  
WSINYE: 7-9  
Lynda.com | OA 7: Design Wins Graphic Design |
| 11 Nov 9 (Veteran’s Day Nov 11) | • AP Writing Styles  
• Spark Page Lecture | Lynda.com | OA 8: InDesign Tutorials; interview transcript verification |
| 12 Nov 16 | Project Work | Project Writing | OA 9 Writing Draft Due |
| 13 Nov 23 (Thanksgiving 25-28) | **No-Synchronous Class Meeting**  
Open Office Hours during class meeting | Project Drafting | |
| 14 Nov 30 | Project Check in: Individual/partner meetings | Peer Review | OA 10 Peer reviews of Spark Page/One-pager |
| 15 Dec 7 | Project Work/Final Presentations | | |
| 16 Dec 14 | Final Presentations | **FINAL FILES DUE**  
Adobe Spark Page  
InDesign PDF  
Source Check  
Extra Credit Photo Journal | |

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