



## 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](mailto:jloizzo@ufl.edu)

Office Location: 121D Bryant Hall / working remotely

**Virtual Office Hours (via Zoom):** Fridays 9:00-10:30am **or** by appointment

#### Teaching Assistant

Whitney Stone

Email: [whitney.stone@ufl.edu](mailto:whitney.stone@ufl.edu)

**Office Hours:** Thursday 10 am -12 pm **or** by appointment

#### Class Times

Tuesday: Periods 2-3 (8:30 a.m. - 10:25 a.m.)

#### Location

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 360° 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>)

- 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:

Bradford, Jo. (2018). *Smart phone, smart photography*.

### Suggested Texts

(We will provide PDF copies of chapters)

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

### 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

Instructional Goal	Assignment/Activity	Possible Points	Word Count
<b>Project 1: 360° Virtual Tour</b>		<b>140</b>	
1, 3	Outline/Writing Draft (OA 2)	20	1,000
2	Peer Review (OA 3)	20	
1, 2, 3, 4, 5	Final Google Tour	100	1,000
<b>Project 2: Scientist Photo Essay</b>		<b>300</b>	
1	Outline/Writing Draft (OA 9)	50	1,000
2	Peer Review (OA 10)	30	
1, 2, 3, 4, 5	Final Adobe Spark Page	100	1,000
1, 2, 3, 4, 5	Final Print One-Pager	100	1,000
1, 2, 3, 4, 5	Source check	20	
<b>Ongoing Work</b>		<b>240</b>	
1, 3	Online Activities (OA 1, 4, 5, 6, 7, 8)	120	1,000
	Professionalism and Attendance	120	
<b>Project 3: Photo Journals</b>		<b>120</b>	
3,5	Photo Journal ONE	40	
3,5	Photo Journal TWO	40	
3,5	Photo Journal THREE	40	
<b>Assessment Check-Points</b>		<b>200</b>	
1, 3,4,5	Midterm: Project plan, skills check, portfolio draft meeting	100	
1,2,3,4,5	Final presentation and portfolio	100	
	<b>TOTAL</b>	<b>1,000</b>	<b>6,000</b>

### Project 1: 360° Virtual Tour

We will use mobile 360° 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.

#### 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%	

### 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 will be 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/>*

Student Complaints:

- Residential Course: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>
- Online Course: <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](mailto:Learningsupport@ufl.edu). <https://lss.at.ufl.edu/help.shtml>
- Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. <https://career.ufl.edu/> Library Support, <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/>
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- Student Complaints On-Campus: <https://sccr.dso.ufl.edu/policies/student-honorcode-student-conduct-code/>
- On-Line Students Complaints: <http://distance.ufl.edu/student-complaint-process/>

AEC 4035 Communication Practices for Agricultural and Life Sciences

FALL 2020 Tentative\* Course Schedule

Week	Tuesday	Reading & Online Content	Assignments
<b>DRIVING QUESTION</b>			
<b>1</b> Aug 31	<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Exploring our driving question</li> </ul>	Canvas Links   <i>Complete Digital Photography</i> Ch.1-1 (pp. 1-10)	<b>OA 1</b> Selfie-narrative
<b>2</b> Sept 7 (Labor Day Sept 7)	<ul style="list-style-type: none"> <li>• Guest Speaker</li> <li>• In-class activity</li> </ul>	Canvas Links   Unit 1 (Ch. 1) in <i>Smart Phone, Smart Photography</i> book (pp.12-27)	
<b>3</b> Sept 14	<ul style="list-style-type: none"> <li>• Photo Composition</li> <li>• In-class activity</li> </ul>	Canvas Links   Unit 1 (Ch. 2 & 3) in <i>Smart Phone, Smart Photography</i> book (pp.30-59)	<b>Photo Journal ONE due</b>
<b>360° VIRTUAL TOURS</b>			
<b>4</b> Sept 21	<ul style="list-style-type: none"> <li>• What is VR?</li> <li>• Google Street View &amp; practice</li> <li>• Labs &amp; Landscapes</li> </ul>	Canvas Links   COVID-19 and VR article Unit 2 (Ch. 1-4) in <i>Smart Phone, Smart Photography</i> book (pp. 62-123)	<b>Photo Journal TWO due</b>
<b>PHOTO ESSAY PROJECT PREP</b>			
<b>5</b> Sept 28 (Homecoming Oct 2-3)	<ul style="list-style-type: none"> <li>• Review Photo Journals</li> <li>• Project Drafting</li> </ul>	Project Drafting Canvas Links	<b>OA 2</b> Draft of Google Tour
<b>6</b> Oct 5	<ul style="list-style-type: none"> <li>• Draft Tours</li> <li>• Photo editing</li> <li>• Adobe Lightroom</li> </ul>	Lynda.com  	<b>OA 3</b> Peer Review of Google Tours
<b>7</b> Oct 12	<ul style="list-style-type: none"> <li>• Adobe Lightroom (continued)</li> <li>• Interviewing Skills</li> </ul>	Lynda.com  	<b>Photo Journal THREE due</b> <b>OA 4</b> Lightroom Tutorials

Assemble Google Tours

Week	Tuesday	Reading & Online Content	Assignments
<b>8</b> Oct 19	<b>MIDTERM</b>		<b>Final Google Tours Due</b>  <b>Midterm Due</b>
<b>PRINT REVIEW &amp; WEB STORY</b>			
<b>9</b> Oct 26	<ul style="list-style-type: none"> <li>• Guest Speaker</li> </ul>	Canvas Links <i>WSINYE</i> : 1-5  	<b>OA 5:</b> Project sign ups; CAIP research <b>OA 6:</b> Design Wins-Images
<b>10</b> Nov 2	<ul style="list-style-type: none"> <li>• Adobe InDesign Intro</li> <li>• Albert &amp; Alberta in-class assignment</li> </ul>	Canvas Links <i>WSINYE</i> : 7-9 Lynda.com  	<b>OA 7:</b> Design Wins Graphic Design
<b>11</b> Nov 9 (Veteran's Day Nov 11)	<ul style="list-style-type: none"> <li>• AP Writing Styles</li> <li>• Spark Page Lecture</li> </ul>	Lynda.com  	<b>OA 8:</b> InDesign Tutorials; interview transcript verification
<b>DRAFTING</b>			
<b>12</b> Nov 16	Project Work	Project Writing	<b>OA 9</b> Writing Draft Due
<b>13</b> Nov 23 (Thanksgiving 25-28)	<u><b>No- Synchronous Class Meeting</b></u> Open Office Hours during class meeting	Project Drafting	
<b>PEER REVIEW and SOURCE CHECK</b>			
<b>14</b> Nov 30	Project Check in: Individual/partner meetings	Peer Review	<b>OA 10</b> Peer reviews of Spark Page/One-pager
<b>PUBLIC PRESENTATION</b>			
<b>15</b> Dec 7	Project Work/Final Presentations		
<b>16</b> Dec 14	Final Presentations		<b>FINAL FILES DUE</b> Adobe Spark Page InDesign PDF Source Check Extra Credit Photo Journal
<b>FINAL</b>	<ul style="list-style-type: none"> <li>• Final Surveys</li> <li>• Final Project Feedback</li> </ul>		

Photo Essays/Spark Pages

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