

AEC 3070C: Digital Media Production in Agricultural & Life Sciences

FALL 2020

ONLINE (CANVAS) + HYBRID

Section 7695 (M 1:55-2:45)

Section DPW1 (W 1:55-2:45)

Section DPW2 (W 3:00-3:50)

Section DPW3 (W 4:05-4:55)

NOTE: Students will attend in-person during one of four one-hour blocks (one hour on Monday, and three one-hour blocks on Wednesday), maintaining social distancing. This is a co-taught course (undergraduate and graduate course).

INSTRUCTOR:

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TEACHING ASSISTANT:

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VIRTUAL OFFICE HOURS: Will be established and by appointment.

CLASS MEETS VIRTUALLY and in **107 BRYANT SPACE SCIENCE CENTER**

COVID-19 SAFETY PLAN: The following procedures have been established for this course to provide you with as much safety from COVID-19 as possible:

- Students and instructors are required to wear a face covering (mask or similar covering) at all times they are in Bryant Space Science Center and within 107 Bryant. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students.
- Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom. Students must maintain at least a 6-foot distance from each other as they enter and leave the room and when they are in the room.
- Students will be assigned to a specific computer for the entire semester. The computer keyboard, mouse, and desk will be sanitized after each class period.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Only seven students will be allowed in the classroom at any time.
- Video equipment will be sanitized after each student use. Reservations will be maintained through the Cheqroom app. Students will bring back the video equipment and an AEC employee or TA will sanitize the equipment before it is available for the next reservation.
- If a student or instructor is unable to attend the class due to illness, the course will be able to be taught in an online-only format. Class meetings will take place at specified times via Zoom.

- In the event the university has to cancel in-person instruction, class meetings will continue through Zoom. Students will continue to have access to pre-recorded lectures.
- If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms](#).
 - Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. [Find more information in the university attendance policies](#).
- Because some class sessions of this course will be taught online, the 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.

Course outline and general description: *AEC 3070c* will focus on the role of digital media in agricultural and life sciences. Topics will include how agriculture uses digital media production. Also, students will be introduced to video shooting and editing, digital photography, print design, and media literacy through hands-on experiences. Students will learn skills and knowledge in the following areas:

- Digital video production and editing
- Digital photography
- Print layout and design
- Media literacy

Objectives: After this course, the student should be able to:

- Plan and perform the digital media production process.
- Produce digital media and materials to support instruction and communication.
- Be more “media literate” in how agricultural and life sciences topics are presented visually.

Readings + recommended textbook: Successful students will read assigned materials **before class** and be prepared for discussion with the instructor and fellow students.

- *Agricultural Communications in Action: A Hands-On Approach* by Telg & Irani (2012).
 - You will need this textbook for other communications courses in the department.
- Other course readings are posted on Canvas.

Equipment and Bryant Hall Mac Lab: High-capacity SD cards will be provided to each student to record video onto. Video camera equipment and still photography cameras are available for reservation. You **MUST** reserve the video or photography equipment in advance. Students are

required to use the Online Reservation System (**CHEQROOM**) to reserve video equipment. User accounts will be created at the beginning of the semester. Students will be assigned to a particular iMac computer for the duration of the semester.

For the video assignments, you may use your own video camera, but you will need to make arrangements with the instructor **prior** to using your own video camera. Also, it is recommended that you **use your own digital photographic camera** for the photography portion of the class. You are responsible for making sure all equipment is brought back following a video or photography shoot. If equipment does not function properly, **let the instructor know immediately upon your return.**

Grading: For some assignments, you will work in groups. **Teamwork** is an essential element in digital media production. On group assignments, you will submit a log of your efforts and your teammates' efforts in the development of your projects. Teammates **must** pull their weight on all assignments. **All written assignments MUST be typed.** Following is the grading scale and assignments:

Grading Scale

- A = 930-1000
- A- = 900-929
- B+ = 860-899
- B = 830-859
- B- = 800-829
- C+ = 760-799
- C = 730-759
- C- = 700-729
- D+ = 660-699
- D = 630-659
- D- = 600-629
- E = 599 and below

ASSIGNMENTS

	Total Score	Your Score
Practice video profile story + analysis (50 + 25)	75	_____
Media analysis/literacy paper	75	_____
Media analysis/literacy presentation	25	_____
Practice print layout + analysis (35 + 15)	50	_____
Final project		
Proposal	50	_____
Video script	50	_____
Interview/b-roll/photos/critique (30 + 20)	50	_____
Draft video	50	_____
Draft print	25	_____
Draft PowerPoint	25	_____
Final video	100	_____
Final print	75	_____
Final PowerPoint	50	_____
Final project presentation	25	_____
Instructional media plan	50	_____
Class participation + skills	25	_____
submissions (Premiere/InDesign, Photoshop)		
Exam 1	100	_____
Exam 2	100	_____
	1000	

- *Practice video profile:* Students will shoot and edit a feature video profile. Additionally, you will critique/assess your finished video.
- *Print assignment:* Students will create a basic print piece using InDesign software.
- *Media analysis/literacy presentation and paper:* Groups will develop a brief presentation describing how agricultural and life sciences are communicated in a documentary. Students also will submit a paper about the documentary they analyzed.
- *Final project:* Students will be divided into up to three-person teams. Teams will be responsible for creating an agricultural/life sciences-related digital media project, which would include the following: shooting and editing a video, designing a print document, creating a PowerPoint presentation, developing an instructional media plan, and presenting this to the class.

University grading policies: For information about UF grades and grading policies, please visit <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Late assignment policy: A **10-percent per day** deduction will be assessed for assignments turned in late. Work more than a week late will **not** be accepted. This policy will be **strictly** enforced.

Attendance: Given the importance of class discussion and participation in laboratory demonstrations and exercises, it is not possible for a student to perform satisfactorily in the course without regular attendance. Students are **required** to attend class and to be in class **on time**. Only documented doctor's excuses or UF-approved activities will be excused. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Food and drink: Food and drink are **ABSOLUTELY NOT** permitted in the computer lab.

Linked-In Learning tutorials: The University of Florida has an agreement with Linked-In Learning (formerly 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 Linked-In Learning tutorials available through UF e-Learning: <https://elearning.ufl.edu/>.

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.

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.
- 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 AEC 4035. The expectations for actual graphic design in other courses will be minimal.
 - Adobe InDesign (print layout)
 - WordPress (Web)
 - Final Cut Pro X or Adobe Premiere (video)

Academic Honesty, Software Use, UF Counseling Services, Services for Students with Disabilities, Online Course Evaluation Process

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: <https://sccr.dso.ufl.edu/process/student-conduct-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.

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.

- *U Matter, We Care:* If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit umatter.ufl.edu/ to refer or report a concern and a team member will reach out to the student in distress.
- *Counseling and Wellness Center:* Visit counseling.ufl.edu/ or call 352-392-1575 for information on crisis services as well as non-crisis services. Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit shcc.ufl.edu/.
- *University Police Department:* Visit police.ufl.edu/ or call 352-392-1111 (or 9-1-1 for emergencies).

- *UF Health Shands Emergency Room / Trauma Center*: For immediate medical care, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center.
- Career Connections Center, First Floor JWRU, 392-1601, www.crc.ufl.edu/

Students with Disabilities: Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

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/>.

Materials and Supplies Fee: A materials and supplies fee is collected for this course to pay for costs associated with assignments in this course.

Course schedule

WEEK 1 (Begins 8/31)

- LECTURE(S): (1) Message Development, (2) Instructional Design and the Production Process, (3) Selecting Technology and Instructional Materials
- IN-CLASS: CLASS DISCUSSION
- READINGS: EXAMPLE FINAL PROJECT PROPOSAL
Example Script
- TEXT: Introduction to Agricultural Communications: ENTIRE CHAPTER 1
Effective Communication and Message Development: ENTIRE CHAPTER 2

WEEK 2 (Begins 9/7)

- LECTURE(S): (1) Media Literacy, (2) Message Sensation
- IN-CLASS: CLASS DISCUSSION
- WATCH: *Jaws* w/ no music (<https://www.youtube.com/watch?v=-fnq1s-babs>)
- WATCH: *Food Lion*
(<https://mediasite.video.ufl.edu/Mediasite/Play/95fcd54b04484fe6a9498ed5e80d33171d>)
- WATCH: *Tamper with Nature*
(<https://mediasite.video.ufl.edu/Mediasite/Play/b1275594e7ac478892e0a0933b46fa2b1d>)
- READINGS: Is Perception Reality? Improving Agricultural Messages by Discovering How Consumers Perceive Messages
The Power of Words: Exploring Consumers' Perceptions of Words Commonly Associated with Agriculture
Visualizing Values: A Content Analysis to Describe a Value Congruent Video Message Campaign Used in Agriculture

DISCUSS FINAL PROJECT IDEAS

WEEK 3 (Begins 9/14)

- LECTURE(S): Persuasion, story, advertising, and documentaries
- IN-CLASS: CLASS DISCUSSION
- TEXT: Persuasion and Persuasive Informational and Educational Campaigns: ENTIRE CHAPTER 15
Communications Campaign Development: ENTIRE CHAPTER 17
- WATCH: From 39:27 to 46:03 of the 2004 PBS Frontline episode titled *The Persuaders* (<http://www.pbs.org/wgbh/frontline/film/showspersuaders/>).
- WATCH: *Chipotle "Scarecrow"* (<https://www.youtube.com/watch?v=IUtnas5ScSE>)
- WATCH: *God Made a Farmer* (<https://www.youtube.com/watch?v=AMpZOTGjbWE>)
- WATCH: *RAM Truck response* (<http://www.youtube.com/watch?v=OHHZw9bsVrE>)
- WATCH: Documentary *GMO OMG*
(<https://mediasite.video.ufl.edu/Mediasite/Play/84447bea00014e04b0c6b28c4670c6c41d>)
- READINGS: Postsecondary Students' Reactions to Agricultural Documentaries: A Qualitative Analysis
Consumer Perceptions of the U.S. Agriculture Industry Before and After Watching the Film *Food, Inc.*
Changing Appetites & Changing Minds: Measuring the Impact of *Food, Inc.*

DUE: FINAL PROJECT: Proposal

WEEK 4 (Begins 9/21)

LECTURE(S): Video Shooting

IN-CLASS: SHOOT VIDEO

TEXT: Video and Audio Production (pp. 180-182, 187-194, 199), *Introduction, Is a Video Production Right for You?, Video Equipment, Audio Equipment, Video Shot Composition, Other Video Considerations, Video Shooting and Editing for the Web*

WATCH: Example videos from IFAS Research Discoveries YouTube channel:
https://www.youtube.com/playlist?list=PLzEF_ljQASFvNgYnzhleCJfe_a-fcKV4Z

WATCH: Example videos from Florida Museum of Natural History's YouTube channel:
<https://www.youtube.com/playlist?list=PL31A3A033564F70E4&feature=plcp>

SUBMIT WHAT YOU SHOT THIS WEEK

WEEK 5 (Begins 9/28)

LECTURE(S): (1) Audio and Lighting, (2) Video Editing

LECTURE(S): Adobe Premiere Tutorial videos

IN-CLASS: ADOBE PREMIERE

TEXT: Video and Audio Production (pp. 196-199), *Video Editing Concepts*

WATCH: Clips from *Jurassic Park* (<https://mediasite.video.ufl.edu/Mediasite/Play/e37c0bc6572348a28f6c3d237b1ab4ba1d>) and *Spider-Man* (<https://mediasite.video.ufl.edu/Mediasite/Play/36da5db44768496cb6e93a3ca5c21c451d>)

SUBMIT WHAT YOU EDITED THIS WEEK

WEEK 6 (Begins 10/5)

LECTURE(S): (1) Storytelling, Scripting, (2) Storyboarding

LECTURE(S): Adobe Premiere Tutorial videos

IN-CLASS: ADOBE PREMIERE

TEXT: Video and Audio Production (pp. 184-187), *Script Writing, News Writing for TV and Radio Stories*

Media Writing (p. 86-91), *News Writing for TV and Radio Stories*

READINGS: Downloadable two-column script (in Word)
Example scripts (1, 2, 3)

SUBMIT WHAT YOU EDITED THIS WEEK

WEEK 7 (Begins 10/12)

LECTURE(S): (1) Photography, (2) Photo Composition, (3) Photo Editing

LECTURE(S): Adobe Photoshop Tutorial Videos

IN-CLASS: ADOBE PHOTOSHOP

TEXT: Digital Photography and Photographic Editing: ENTIRE CHAPTER 9

SUBMIT WHAT YOU EDITED THIS WEEK

DUE: FINAL PROJECT: Video script

DUE: PRACTICE VIDEO PROFILE + SHOOTING CRITIQUE

WEEK 8 (Begins 10/19)

EXAM 1: ONLINE

DUE: MEDIA ANALYSIS/LITERACY PAPER

DUE: MEDIA ANALYSIS/LITERACY PRESENTATION

IN-CLASS: MEDIA ANALYSIS/LITERACY PRESENTATION

WEEK 9 (Begins 10/26)

LECTURE(S): Print Layout and Design
LECTURE(S): Adobe InDesign Tutorial Videos
IN-CLASS: ADOBE INDESIGN
TEXT: Document Design: ENTIRE CHAPTER 6
SUBMIT WHAT YOU EDITED THIS WEEK
DUE: FINAL PROJECT: B-roll, interview, photos, critique

WEEK 10 (Begins 11/2)

LECTURE(S): Brochures, Fliers, and Posters
LECTURE(S): Adobe InDesign Tutorial Videos
IN-CLASS: ADOBE INDESIGN
TEXT: Document Design: ENTIRE CHAPTER 6
SUBMIT WHAT YOU EDITED THIS WEEK
DUE: PRACTICE PRINT ASSIGNMENT

WEEK 11 (Begins 11/9)

LECTURE(S): Visual communication
IN-CLASS: CLASS DISCUSSION
TEXT: Visual Communication: ENTIRE CHAPTER 8
READINGS: [Does PowerPoint Make Us Stupid?](#)
[Is PowerPoint Making Us Stupid?](#)
[Why Your Students Forgot Everything on Your PowerPoint Slides](#)

WEEK 12 (Begins 11/16)

LECTURE(S): (1) New Media and Marshall McLuhan, (2) Social Media Best Management Practices, (3) How Companies Use Social Media, (4) Online Presence
IN-CLASS: CLASS DISCUSSION
TEXT: New Media: ENTIRE CHAPTER 12
Future of Agricultural Communications: ENTIRE CHAPTER 18
WATCH: *Eagle Eye*
<https://mediasite.video.ufl.edu/Mediasite/Play/7c7ff6a393aa4ed6a5de2d4c3ebd68511d>
READINGS: [How to Clean Up Your Presence and Make a Great First Impression](#)
[5 Reasons to Care About Your Online Presence, and 3 to Forget About It](#)
DUE: FINAL PROJECT: Print draft
DUE: FINAL PROJECT: Video draft
DUE: FINAL PROJECT: PowerPoint draft

WEEK 13 (Begins 11/23)

REVISE DRAFTS
NO FACE-TO-FACE CLASS THIS WEEK

WEEK 14 (Begins 11/30)

EXAM 2: ONLINE

DUE: FINAL PROJECT: Print final

DUE: FINAL PROJECT: Video final

DUE: FINAL PROJECT: PowerPoint final

DUE: FINAL PROJECT: Instructional media plan

WEEK 15 (Begins 12/7)

DUE: FINAL PROJECT: Presentations

ONLINE: FINAL PROJECT PRESENTATIONS