Instructor

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Teaching Assistant

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Class Times	Location
Tuesday: 9:30 a.m. - 11:25 a.m.	Bryant 107

*It is important you attend as many 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 3070 and AEC 4031. Prerequisites include AEC 3070C and AEC 4031 /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 and project-based assignments.

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, web/print design, and writing to educate online audiences via the Streaming Science platform about the UF/IFAS Honey Bee Research and Extension Laboratory?

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:
Long, Ben. (2018; Ninth Edition). Complete Digital Photography.

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

Required Software:
Adobe Creative Suite (Lightroom, Photoshop, InDesign, and Spark)
Google StreetView on iPhone or Android

Assignments

Instructional Goal	Assignment/Activity	Possible Points	Word Count
Skill Development		**200**	
3, 4 ,5	Photo Journal	100	
3, 4, 5	Adobe Lightroom Tutorial	50	
3, 4, 5	Adobe InDesign Tutorial	50	
Scientist Photo Essay Development		**250**	4,000
1, 2, 3, 4, 5	Online Activities (OAs) (20-30 points ea.)	250	
Final Files		**300**	
1, 2, 3, 4, 5	Final Adobe Spark Page	100	1,000
1, 2, 3, 4, 5	Final Embed Multimedia	100	
1, 2, 3, 4, 5	Final Print One-Pager	100	1,000
Assessment Check-Points		**250**	
1, 3, 4, 5	Midterm Portfolio	50	
1, 2, 3, 4, 5	Final Presentation and Portfolio	100	
	Attendance and Professionalism	100	
	TOTAL	**1,000**	6,000

Skill Development
- You will complete a photo journal by the midterm to demonstrate your learning from the course photography readings, videos, and other content.
- You will also complete Lynda.com tutorials about Adobe Lightroom and Adobe InDesign.

Photo Journal
You will compile a photo journal to demonstrate your photography skills and compositional elements. The photo journal assignment will have multiple parts. Details will be provided in Canvas and during class time.

Scientist Photo Essay Development
Throughout the semester, you will complete **10** Online Activities (OA) that include – written assignments and instructional videos with scaffolded steps for developing your final scientist photo essay project. Parameters for these will be provided in Canvas and during class time.

Final Files
You will develop photo essays featuring our scientist and Extension partners and their research/work. Final files to submit will consist of:
- Adobe Spark website
- Embedded video in Spark page
- PDF of print one-pager

Assessment Checkpoints
You will submit a professional online portfolio draft at the midterm and end of semester that includes photography and writing samples. You will present your completed projects (photo essay, embed video, and print piece) during a presentation to invited students, staff, and faculty within IFAS-CALS.

Extra Credit: Daily Photo Journals
You 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.

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

Further information about UF grading policies can be found here:
https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

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/UGRD/academic-regulations/attendance-policies/

Attendance
You are expected to **attend every class and arrive on time**. If you must miss class, please keep up with the assigned readings, recordings of 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 send an e-mail as soon as possible to both Dr. Loizzo and Jacqueline.

We expect all students to attend 80% of 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** 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** Jacqueline 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.

In-Class Recording
Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips,

private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

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

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students 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." The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Click here to read the Conduct Code. If you have any questions or concerns, please consult with the instructor or TAs in this class.

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

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click here to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Health and Wellness Resources

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources.

- U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
- Counseling and Wellness Center: Visit the Counseling and Wellness Center website 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 the Student Health Care Center website.
- University Police Department: Visit UF Police Department website 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; Visit the UF Health Emergency Room and Trauma Center website.

Academic Resources

- E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.
- On-Line Students Complaints: View the Distance Learning Student Complaint Process.

AEC 4035 Communication Practices for Agricultural and Life Sciences

Fall 2021 Tentative* Course Schedule

Week	Tuesday	Reading & Online Content	Assignments
DRIVING QUESTION & PHOTOGRAPHY CONCEPTS			
1 Aug 23	• Introductions • Course overview	📖 ▶ *DIGITAL PHOTO*: chapters 1-3	**OA 1** Selfie-narrative How Science Works
2 Aug 30	• Guest speaker • Driving question	📖 ▶ Canvas links	*photo journal, tutorials, portfolio
3 Sep 6 (9/6 holiday)	• Cameras/phones • Aperture, shutter, & ISO	📖 ▶ *DIGITAL PHOTO*: 6-8	**OA 2** Background research Scientist sign-up
4 Sep 13	• Interviewing/Transcribing • Photo composition • 360º photos	📖 ▶ *DIGITAL PHOTO*: 9-12 Canvas links	*photo journal, tutorials, portfolio
PROJECT DEVELOPMENT & SOFTWARE			
5 Sep 20	• Writing • Photo selection • Video sidebars • Adobe Lightroom	▶ Adobe Lightroom & Spark *DIGITAL PHOTO*: 13-17	**OA 3** Interview transcription
6 Sep 27	• Adobe Spark • Adobe InDesign	▶ Adobe InDesign *DIGITAL PHOTO*: 13-17	**OA 4** InDesign practice
7 Oct 4 (10/8 & 9 Homecoming)	• Midterm check-in • Project development	▶ Project outline development	**OA 5** Project outline
8 Oct 11	**MIDTERM**		**Photo Journal Software Tutorials Portfolio Draft**
PROJECT DRAFTING & DESIGN			
9 Oct 18	• Project discussion	Writing drafts	**OA 6** Writing draft
10	Writing review		**OA 7**

Week	Tuesday	Reading & Online Content	Assignments
Oct 25			Writing review
11 Nov 1	• Design elements • Color & typography	📖▶ *WSINYE*: 1-5	
12 Nov 8 (11/11 holiday)	• Project drafting	📖▶ *WSINYE*: 7-9	**OA 8** Project drafts
PROJECT REVIEW and SOURCE CHECK			
13 Nov 15	Project draft review		**OA 9** Project draft review
14 Nov 22 (11/24 - 27 holiday)	Source check Project finalization		
PUBLIC PRESENTATION			
15 Nov 29	Final Presentations		**OA 10** Source check How Science Works
16 Dec 6 (12/9 & 10 reading days)	Final Presentations		
Finals Dec 13 (12/20 grades due)	**FINAL** **December 13 @ 10am-12pm**		**FINAL FILES DUE**

📖 = reading   ▶ = video

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