

Agricultural and Natural Resources Media Writing

AEC 5032

Fall 2022 – 3 Credit Hours

Department of Agricultural Leadership, Education, & Communication

Instructor

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Office Hours: by appointment

Class Times

Tuesday: 9:30 a.m. - 11:25 a.m.

Online and in the field: throughout the week

Location

Bryant 122 & Zoom

This is a flipped class. You are expected to actively participate in face-to-face, online, and in the field activities. *It is important you attend all class meetings, unless the absence is excused.

Course Description

Provides directed experience in agricultural and natural resources media writing, multimedia visual communication, hardware, and software.

Course emphasis:

You will complete various writing and visual assignments to ultimately develop a final multimedia communications product. 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.

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 writing, photography, and web/print design to educate online audiences via the Streaming Science platform about:

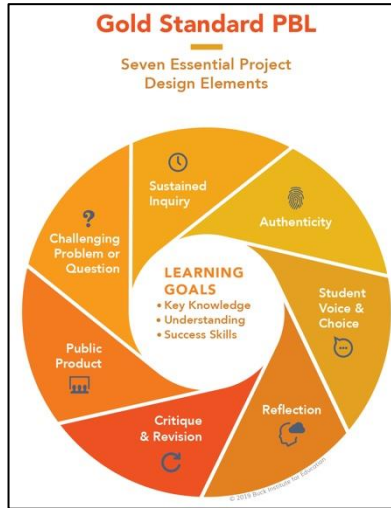
1) Florida's natural spaces? (nature narrative)

2) Sustainable agricultural practices in the Everglades? (photo essay series)

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:

Prentiss & Wilkins (2017) [Environmental and Nature Writing: A Writer's Guide and Anthology](#)

Required Software:

[Adobe Creative Suite](#) (Lightroom, Photoshop, InDesign, and Spark)

Google StreetView on [iPhone](#) or [Android](#)

Assignments

Instructional Goal	Assignment/Activity	Possible Points
Content Learning & Skill Development		
	Introduction	20
1-5	Software Tutorials	100
1-2	Writing Refreshers	50
1-5	Professionalism	40
Nature Narratives		
3	Location/Topic Pitch	20
1, 3	Observations/Outline	20
1	Draft	50
2	Peer Review	50
Solutions-Focused Photo Essay Series / VR Tour		
3	Topic Research and Outline	20
3	Interview/Transcript/Storyboard	30
1, 4, 5	Draft	50
2	Peer Review	50
Final Files		
1-5	Social Media Posts	50
1, 3	Final Presentation	50
1, 4, 5	Nature Narrative final draft	100
1, 4, 5	Photo Essay / VR tour final draft	100
	TOTAL	800

Nature Narratives

You will choose an outdoor location where humans, wildlife, and nature intertwine. You will visit the space up to three different times, make observations of the space and your senses and feelings, take photos of the area, draft and peer review a descriptive written narrative about the environment and your experiences. The narrative should also include a 360° photo of the landscape/natural area. Shape the narrative into an Adobe Spark page and publish a final draft.

Solutions-Focused Photo Essay Series

You will work together as a class to develop a photo essay series in partnership with an IFAS/CALS subject matter expert team. The series will take a solutions communication approach and include interviews to introduce readers to the experts and the solutions they are developing for an agricultural or natural resources problem. You will draft, peer review, and publish in an Adobe Spark and print PDF format.

Virtual Reality (VR) Tour

You will create a virtual reality tour in coordination with the photo essay series using 360° photo hardware and software to introduce online audiences to a lab or landscape where our subject matter partners are developing solutions to an agricultural or natural resource problem. The tour will include images and pop-up content to inform audiences.

Final Files

All final drafts and final files will be due by the end of the semester and will include:

- Nature Narrative – Adobe Spark
- Solutions-Focused Photo Essay Series – Adobe Spark and PDF print piece
- Virtual Tour – published tour link

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 me in person, send me an e-mail as soon as possible. I expect all students to attend 80% of class meetings and to receive full professionalism points. However, I 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. If you miss more than three classes, 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 5% 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 2.5 points (5% 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 5032 Agricultural and Natural Resources Media Writing
Fall 2022 Tentative* Course Schedule**

Week	Tuesday	Reading & Canvas Content	Assignments
NATURE NARRATIVES			
1 Aug 24	<ul style="list-style-type: none"> • No class meeting 8/23 • Complete Canvas work 	Chapter 1	Introduction
2 Aug 29	<ul style="list-style-type: none"> • Environmental and nature writing • Making observations 	Chapter 2	NN Location/Topic Pitch Writing Refresher (WR) 1
3 Sept 5	<ul style="list-style-type: none"> • Place, description/maps, writer in place 	Chapters 3, 4, 5	Software Tutorial WR 2
4 Sept 12	<ul style="list-style-type: none"> • Photography & 360° • Adobe Spark 	Chapters 3, 4, 5	NN Observations/Outline WR 3
5 Sept 19	Writing Draft		NN Draft
6 Sept 26	Narrative Reading and Peer Review		
PHOTO ESSAY SERIES / VIRTUAL TOURS			
7 Oct 3	Meet the Scientists	Chapters 6, 7, 8	NN Spark Page Draft
8 Oct 10	<ul style="list-style-type: none"> • Positive psychology • Solutions-Focused Storytelling 	Canvas	NN Spark Draft Review
9 Oct 17	Research and Interviews VR Tour creation	Chapters 6, 7, 8	PE Research & Outline VR Content Plan & Shots WR 4
10 Oct 24	Project Drafting	Chapters 6, 7, 8	WR 5
11 Oct 31	Project Drafting	Chapters 9, 10, 11	Software Tutorial
12 Nov 7	Adobe Spark and InDesign Project Drafting	Chapters 9, 10, 11	PE Interview
13 & 14 Nov 14 Nov 21	Photo Essay / VR Tour Drafting		PE Draft VR Tour Draft
15 Nov 28	Photo Essay / VR Tour Peer Review		
16 Dec 5	Final Presentations		Social Media Posts
Finals Dec 12	FINAL Dec 16 @ 12:30 PM - 2:30 PM		FINAL FILES DUE

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