Digital Media Production in Agriculture & Life Sciences AEC3070C
Fall 2024- 3 Hrs.

Instructor

Troy Tarpley, Ph.D.
Instructional Assistant Professor
Email: ttarpley@ufl.edu
Office location: 121 Bryant Space Science Center
Office hours: Wednesdays 12:50 p.m. & Mondays 9 – 10 a.m.
Appointments: Available by appointment. Please use Calendly to book appointments.
(https://calendly.com/ttarpley-ufl/30min)

Teaching Assistant

Madison Dyment
madison.dyment@ufl.edu
411 Rolfs Hall

Class Times   Location
1:55 – 4:45 p.m.   107 Bryant Space Science Center

Course Description

Introduces the history and incorporation of electronic media used in agricultural and natural resources sciences. Emphasizes hands-on learning of electronic media technology as it relates to agriculture.

Course Objectives

After this course, students should be able to:
- Plan, produce and create digital media that supports instruction or communicates messages to defined audiences.
- View media representation of agriculture and life sciences topics through a critical lens.

Course Design

This is a synchronous course and meets in person.

Requirements

Textbook

The main readings for this class are from Agricultural and Natural Resources Communications (https://anrcommunications.org/) This is a free online publication. The authors do ask that students consider providing a $10 voluntary contribution for maintaining

and updating the online publication. A contribution link is provided at the bottom of the home page and the preface page. You will need this textbook for other communications courses in the department. Other course readings are posted in Canvas.

Technology:

To succeed in this course, you must have access to the following technology:
- Desktop Computer or Laptop
  - Audio Capabilities
  - Webcam and Microphone for synchronous sessions
- Microsoft Word - Microsoft 365 basics video training
- Adobe Reader - Acrobat tutorials
- Zoom - Zoom Privacy Policy
- Internet Connection with access to Canvas
  - Canvas is the course management system at the University of Florida in which students will find course content, links to video lectures, assignments, quizzes, discussions, and grades. The use of this system will vary by instructor, but the following videos describe the most common tools in Canvas. The full student guide is provided if you have additional questions.
  - View Canvas Privacy Policy
- **Web Browser - Chrome** is the preferred browser for Canvas. If you do not have Chrome, you can download it.
- University of Florida Email
  - Students are expected to check their my.ufl emails daily. View the Student Computing Requirements page for information on technology requirements and expectations.

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.

Prerequisite Knowledge:

There are no pre-requisite courses required to take AEC 3070c. There is no pre-requisite digital media production (video or photography) knowledge or experience required to be successful in the course.

Minimum Technical Skills:

Minimum technical skills required:
  - Proficiency in utilizing Canvas and navigating the internet effectively.
  - Competence in using email for communication purposes, including sending and receiving messages and managing attachments.

- o Familiarity with commonly used word processing applications (such as Microsoft Word or Google Docs), including the ability to create, edit, and format documents.
- o Basic computer skills, including understanding fundamental operations like file management, using menus and toolbars, and navigating between different applications.
- o Ability to perform online research using a variety of search engines and library databases.

Instructor Response & Feedback

Communication - The instructor and graders are committed to responding to your Canvas and email messages **within 24 hours** when feasible during the work week, Monday through Friday, except holidays. The major assignments will be graded, with *meaningful* feedback provided, **within one week of their submission**.

Assignments

Assignment Points

Assignment	Points
Topic Selection	3
Pre-Production Photography	5
Mini Podcast Episode	
Podcast review	3
Transcription/Script	2
Interview	2
NATs, wild tracks and intro/outro music	2
Draft	2
Final	6
Photo Essay/Reel + Analysis	10
Social Media	7
Video	
Storyboard	4
Interview & b-roll + critique	8
Draft Video	5
Final Video	10
Final Communication Package	10
Class participation	8
In-Class Assignments	8
Quizzes	5
Total	**100**

Assignment Descriptions

Topic Selection

For this course students will choose a topic or beat. You will stick with this topic throughout the course. For this assignment you will pitch your idea for the final video. This will include interview subjects, spin or angle for your final video, target audience and potential timeline to completion for the video.

Pre-Production Photography

For this assignment you will capture a wide range of photos to help with planning your final video project. These photos can be used to develop your storyboard, shot list and allows you to scout your locations for your video. You will turn in 15 to 20 photos that include:

Portraits of your interview subjects
Shooting locations
Points of interest (Potential B-roll shots)
Photos to use on your storyboard for the final video

Mini Podcast Episode

Create a 3-to-5-minute mini podcast episode using audio clips from an interview related to your chosen topic for the final video project. Include natural ambient sounds (NATs), wild tracks, and opening/closing music.

Photo Essay/Reel

Students will shoot digital photos and edit them into a video set to music **or** create a photo essay by writing an introduction, captions for the photos and a conclusion.

Social Media

Based on the topic you chose, create a video with engaging visuals and accurate information for either YouTube Shorts, TikTok or Instagram Reels. The length of the video will be dependent on the platform.

Video

Students will create a 3-5 minute video related to agricultural or life sciences. Specific components of the video will be due throughout the semester.

Final Communication Package

Students will take feedback on all of the assignments throughout the semester and make appropriate edits and place turn in a cohesive cross-platform communication package.

Course Grading:

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 – 69.9	
B- = 80 – 82.9	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/

Course Schedule:

Week 1 (8/22)

Learning Module: Introduction
Lecture Topics: (1) Intro to ANR Comm (2) Message Development
Text: *Introduction to Agricultural Communications*
Effective Communication, Audience Analysis and Message Development
Due: Reading and syllabus quiz & Class Intro Discussion Board

Week 2 (8/26)

Learning Module: Photography

Lecture Topics: (1) How the Camera Works (2) Exposure
Text: Digital Photography and Photographic Editing
*Introduction; How Photography Works; Types of Cameras
and Camera Equipment*
Skills: Lightroom Basics

Week 3 (9/1)
Learning Module: Photography
Lecture Topics: (1) Depth of Field (2) Composition
Text: Digital Photography and Photographic Editing
*Photo Composition; Selecting a File Format; Photo Editing; Saving Your Edited
Photo; Permissions, Copyright, and Ethics; Careers in Photography*
Skills: Photoshop- Format, Mode, and Resolution

Week 4 (9/9)
Learning Module: Video
Lecture Topics: (1) Types of Shots (2) Angles (3) Lighting
Text: Video and Audio Production
*Introduction, Is Video the Right Production for You?; The Video Production
Process; Video Equipment; Video Shot Composition; Other Video Considerations*
Skills: Starting a project in Premiere Pro

Week 5 (9/16)
Learning Module: Video
Lecture Topics: (1) B-roll (2) How to Interview
Text: Video and Audio Production
Video Equipment (Microphone, Lighting); Recording Audio
Skills: Creating a sequence

Week 6 (9/23)
Learning Module: Video
Lecture Topic: (1) One Camera, Two Subjects (2) Two Camera, Two Subjects
Text: Video and Audio Production
Video Editing; Video Editing Concepts
Skills: Making cuts & Motion fx

Week 7 (9/30)
Learning Module: Audio
Lecture Topics: (1) Mic Types (2) Mic Placement
Skills: Adding audio to your sequence

Week 8 (10/7)
Learning Module: Audio
Lecture Topics: (1) Music (2) NATs & Wild Tracks (3) Sound FX
Skills: Audio effects

Week 9 (10/14)
Learning Module: Storytelling
Lecture Topics: (1) Story Structure (2) Podcast Structure

Text: Video and Audio Production
Producing a Podcast, Audio Equipment for Radio/Podcast Productions
Skills: Recording interviews and audio for a podcast

Week 10 (10/21)
Learning Module: Storytelling
Lecture Topics: (1) Production: Documentary (2) Production: Cinema
Text: Video and Audio Production
Scriptwriting
Skills: Adding Lower thirds to video

Week 11 (10/28)
Learning Module: Storytelling
Lecture Topics: (1) Storyboards
Skills: Exporting media

Week 12 (11/4)
Learning Module: Distribution
Lecture Topics: (1) YouTube Descriptions (2) SM Analytics
Skills: Shooting & Editing Vertical Video

Week 13 (11/11)
Learning Module: New & Emerging Media
Lecture Topics: (1) New Media and Marshall McLuhan, (2) Social Media Best
Management
Practices, (3) How Companies Use Social Media, (4) Online Presence.
Text: Video and Online Communication *Social Media*
Future of Agricultural and Natural Resources Communications
Skills: CapCut & Adobe Rush Basics

Week 14 (11/18)
Learning Module: Visual Communication
Lecture Topics: (1) Layout & Design (2) Designing for Print vs Digital
Text: Visual Communication (Entire Chapter)
News Media Writing and Opinion Writing: *Document Design*
Skills: InDesign Basics

Week 15 (12/2)
Learning Module: Visual Communication
Lecture Topics: (1) Illustrator Basics
Skills: Illustrator Basics

Academic Integrity

UF's Academic Honesty Statement:
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 dishonesty to the instructor, department chair, college dean or Student Honor Court. **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: UF Student Code of Conduct Webpage.

Plagiarism:
Plagiarism includes taking **verbatim phrases of *just a few words*** without permission or full attribution. It includes ***quoting too much*** from your sources, thereby substituting their expression for your own, or quoting too much from one source, effectively taking more than a *fair use* of their work. **Over quoting (direct quotes)** comprising more than 10% of any assignment will be considered plagiarism. Plagiarism includes ***unique expression***, which can be a phrase of a few words or a simple moniker. Our writing is mostly *our own expression*. When writing for science and business, we base our work on **facts** obtained from a variety of **credible sources.** We give credit where it is due. We **cite our sources** so others can access the information we present. When appropriate, we very carefully, ethically, and lawfully use others' expression of that information. We obtain permission to use our sources' expression or give full credit for a *limited, fair use,* including direct quotes.

Attendance Policies
Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at: UF Attendance Policies..

Institutional Policies

Recording Statement
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 guest 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. UF IN-CLASS RECORDING

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. UF ACCEPTABLE USE POLICY

Course Evaluations

Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide feedback on the quality of instruction in this course using a standard set of university and college criteria. 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/

Student Services

Health & Wellness
- 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.
  - 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.
- Student Health Care Center

- o 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
  - o Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
- GatorWell Health Promotion Services
  - o For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

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

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, UF Disability Resource Center.
Canvas Accessibility Standards
Zoom Accessibility Information