AEC 3070C: Digital Media Production in Agricultural & Life Sciences
Fall 2024
Asynchronous (100% Online)

UF IFAS
UNIVERSITY *of* FLORIDA

AGRICULTURAL EDUCATION AND COMMUNICATION

Instructor

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Class Times & Location

This course is asynchronous, fully online. The course is facilitated via Canvas. Assignments are typically due on Sundays by 11:59pm, unless otherwise indicated.

Office Hours

Wednesday, 12:30-230pm OR by appointment)

Course 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 and editing
- Podcast production
- Visual communication
- Media literacy

Course 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.

Instructor Team Communication & 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**.

Individual Learner Interaction – Education extends beyond the mere transmission of knowledge; it involves providing valuable feedback and maintaining ongoing communication with the learner. The instructor is committed to engaging in one-on-one interactions with each student. This may manifest as detailed feedback on assignment submissions, responses to discussion board posts, or personalized Canvas messages to check in on the student's progress in the course.

Office Hours: (Insert your name) sets aside dedicated office hours each week both in-person and via Zoom (insert date and time), as indicated in the Contact section above. **But what exactly are office hours?** It is time specifically set aside each week for students to physically or virtually drop in and visit with (insert your name). Whether you have questions about the course, assignments, the covered topics, or simply wish to have a casual chat to better get to know each other, these hours are reserved for you. (insert your name) strongly encourages students to take advantage of these office hours as an enriching experience for academic support and personal connection.

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 <u>voluntary contribution</u> 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:
Computer Specifications
The most important features you need to consider when purchasing a laptop or desktop to run Adobe Creative Cloud are the processor speed and amount of memory. Multimedia files such as photos, videos, and graphics can take up a lot of space on your device! Additionally, your computer will need a fast processor to keep up with the multimedia editing you will conduct within the Adobe software. We recommend an internal processor such as an Intel core of i7 or higher. It is important to note that your computer should have audio, webcam, and microphone capabilities.
- **RAM**: 8 GB (minimum). 16-32 GB (recommended)
- **Hard drive**: 250 GB (minimum)
- **Monitor resolution**: 1280x800 (minimum). 1920x1080 or greater (recommended)
- **Operating system**: Get the latest operating system for Mac or PC

If you do not have a large-capacity hard drive, we recommend purchasing an external hard drive or cloud storage to save or back up your files.

Adobe Creative Cloud
You will need to have access to **Adobe Creative Cloud** for communication courses offered in our department. In AEC 3070c, we use Adobe Premiere and Photoshop in this course.

Several courses taught in this department use other Adobe Creative Cloud programs. Adobe software is the standard for the communication profession and includes programs such as Premiere Pro, Photoshop, InDesign, and more. A subscription also includes access to Adobe Portfolio where you can showcase all of your work.
UF has arranged for a reduced student Adobe price of $65 for a six-month license and $120 for a 12-month license. You can read more via UF Software Listings and purchase the discounted license rate via UF's Help Desk Portal.
[Adobe Privacy Policy](#) [Adobe Accessibility Information](#)

Mobile/Smartphone Video Kit
At a minimum, you will need an external wireless microphone, tripod, and light. Here are some recommendations for equipment. Several companies sell accessories for smartphones and tablets so you can take better photos and video. If you are looking for microphones for your phone, you can search for them and find many options. Look at the reviews and find the one that is the least expensive with the best review. Please note that you can purchase similar equipment at different online retailers and some of these models may be discontinued; the suggestions below are general recommendations for mobile video technology. iOgrapher (https://www.iographer.com/) is one site that specializes in selling these accessories as stand-alone pieces or "bundled" together.

- **Smallrig Mobile Phone Cage: This is used to hold your smartphone and to connect it to a microphone mount, light mount, and tripod mount. ($55) [https://www.bhphotovideo.com/c/product/1570363-REG/smallrig_cpu2391b_standard_universal_mobile_phone.htmlLinks to an external site.](https://www.bhphotovideo.com/c/product/1570363-REG/smallrig_cpu2391b_standard_universal_mobile_phone.html)**
- **Tripod ($34.95) [https://www.bhphotovideo.com/c/product/842088-REG/Magnus_VT_100_Tripod_System_With.htmlLinks to an external site.](https://www.bhphotovideo.com/c/product/842088-REG/Magnus_VT_100_Tripod_System_With.html)**
- **Wireless Microphone ($30-$40) https://www.amazon.com/Wireless-Lavalier-Microphone-iPhone-Charging/**
- **Smallrig Video Light ($19.95) [https://www.bhphotovideo.com/c/product/1724544-REG/smallrig_3286b_vibe_p96_led_video.htmlLinks to an external site.](https://www.bhphotovideo.com/c/product/1724544-REG/smallrig_3286b_vibe_p96_led_video.html)**
- **Camera Bag ($17.95) [https://www.bhphotovideo.com/c/product/981543-REG/ruggard_vsy_135b_onyx_35_camera_camcorder_shoulder.htmlLinks to an external site.](https://www.bhphotovideo.com/c/product/981543-REG/ruggard_vsy_135b_onyx_35_camera_camcorder_shoulder.html)**
- **Headphones ($4.99) [https://www.bhphotovideo.com/c/product/1256277-REG/cyber_acoustics_acm_70b_stereo_over_ear_headphones_black.htmlLinks to an external site.](https://www.bhphotovideo.com/c/product/1256277-REG/cyber_acoustics_acm_70b_stereo_over_ear_headphones_black.html)**

Additional Technology Requirements
- 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.
- o 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
  - o Students are expected to check their my.ufl emails daily. View the [Student Computing Requirements](#) page for information on technology requirements and expectations.

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.

Expected Technical & Digital Literacy Skills:

To be successful in this course, students must have the following technical and digital literacy skills:
- Proficiency in utilizing Canvas and navigating the internet effectively.
- Competence in using email for communication purposes, including sending and receiving messages and managing attachments.
- Familiarity with commonly used word processing applications (such as Microsoft Word), including the ability to create, edit, and format documents.
- Basic computer skills, including understanding fundamental operations like file management, using menus and toolbars, and navigating between different applications.

Assignments

Below, you will find information regarding the courses assignments and their point values, the grading scale, and more. Visit [UF's webpage for grades and grading policies](#) for more information regarding grading polices for assignment grade points

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.

Assignment Points & Explanations:

	Total Score	Your Score	Due Date
Video Profile + Analysis Draft (50 + 25) 10/6/2024	75	_____	
Podcast review 10/13/2024	25	_____	
Video Profile + Analysis Final (75 + 25) 10/20/2024	100	_____	
Photo Reel + Analysis (75 + 25) 11/3/2024	100	_____	
Media Analysis Paper 11/10/2024	100	_____	
Final project Proposal 9/15/2024	25	_____	

Location scout/Interview questions 9/29/2024	25	_____	
Interview/b-roll (30) + critique (20) 10/27/2024	50	_____	
Draft video and Peer Review 11/17/2024	50	_____	
Final video 12/1/2024	150	_____	
Final project presentation 12/1/2024	25	_____	
Class participation (9 pts x 6 skills assignments) Shooting 1 & 2 Video Edit 1 & 2 Shooting Photos Editing Photos + Photoshop	54	_____	Varies
Discussion Boards (points vary x 6 DBs)	21	_____	Varies
Exam 1 10/13/2024	100	_____	
End-of-Semester Exam	100	_____	12/4/2024
	1000		

- *Video Profile + Analysis Draft:* Students will shoot and edit a feature video profile and critique/assess the draft video.
- *Video Profile + Analysis Final:* Students will shoot and edit a feature video profile.
- *Podcast review:* Students will select an agricultural-, natural resources-, food-, or environmental-focused podcast and provide a brief review/analysis of it.
- *Media analysis paper:* Groups will develop a brief presentation describing how agricultural and life sciences are communicated in a documentary. Groups also will submit a paper about the documentary they analyzed.
- *Photo reel + analysis*: Students will shoot digital photos and edit them into a video. Students will also analyze the finished piece.
- *Final project:* Students will create an agricultural- or life sciences-related video. Various components of the final project will be due throughout the semester.

Course Grading:
Grading Scale

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

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

Course Schedule
WEEK 1
LECTURE(S): (1) Intro into ANR Communications, (2) Message Development, (3) Production Process, (4) Selecting Tech & Instructional Materials
Process, (3) Selecting Technology and Instructional Materials
Assignments: Class Introductions Discussion Board & Week 1 Discussion
TEXT: *ANR Communications:* Introduction to Agricultural Communications *Entire Chapter*

Effective Communication, Audience Analysis and Message Development
Entire Chapter

WEEK 2
    LECTURE(S):   **Video Shooting**
    Assignments: **Week 3 Discussion Board, Skills Shooting #1**
    TEXT: ***ANR Communications:*** Video and Audio Production
               Introduction, Is Video the Right Production for You?; The Video Production
               Process; Video Equipment; Video Shot Composition; Other Video Considerations

WEEK 3
    LECTURE(S):   **Audio and Lighting + Interviews**
    Assignments: **Skills Shooting #2**
    TEXT: ***ANR Communications:*** Video and Audio Production
               Video Equipment (Microphone, Lighting); Recording Audio

WEEK 4
    LECTURE(S):   **Video Editing 1, Review Adobe Premiere Tutorial videos**
    Assignments: **Week 4 Discussion Board, Skills Video Edit #1, and Final Project Proposal**
    TEXT: ***ANR Communications:*** Video and Audio Production
               Video Editing; Video Editing Concepts

WEEK 5
    LECTURE(S):   **Social Media**
    Assignments: **Skills Video Edit #2**
    TEXT: ***ANR Communications:*** Video and Audio Production
               Producing a Podcast, Audio Equipment for Radio/Podcast Productions

WEEK 6
    LECTURE(S):   **(1) Storytelling + Storyboarding + Scriptwriting, (2) Podcasting**
    Assignments: **Final Project Location Scout**
    TEXT: ***ANR Communications:*** Video and Audio Production
               Scriptwriting
               News Media Writing and Opinion Writing
               News Writing for Television & Radio Stories

WEEK 7
    LECTURE(S):   **(1) Media Literacy, (2) Message Sensation**
    Assignments: **Week 7 Discussion Board and Draft Video profile + Analysis**
    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](#)

WEEK 8

LECTURE(S): **Persuasion, story, advertising, and documentaries**
Assignments: **Podcast Review and Exam #1**
TEXT: *ANR Communications:* Persuasion & Persuasive Informational & Educational Campaigns
Entire Chapter
Communications Campaign Development
Entire Chapter
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.*

WEEK 9

LECTURE(S): **(1) Digital Photograph, (2) Digital Photography Composition**
Assignments: **Skills Shooting Photos and Final Video Profile + Analysis**
TEXT: *ANR Communications:* Digital Photography and Photographic Editing
Introduction; How Photography Works; Photo Composition; Types of Cameras

and Camera Equipment

WEEK 10

LECTURE(S): **Digital Photography Editing**
Assignments: **Skills Editing Photos; Final Project B-Roll, Interview & Critique**
TEXT: *ANR Communications:* Digital Photography and Photographic Editing
Selecting a File Format; Photo Editing; Saving Your Edited Photo; Permissions,

Copyright, and Ethics; Careers in Photography

WEEK 11

LECTURE(S): **Visual Communication**
Assignments: **Week 11 Discussion Board and Photo Reel + Analysis**
TEXT: *ANR Communications: ANR Communications:* Visual Communication
Entire Chapter
READINGS: Does PowerPoint Make Us Stupid?
Is PowerPoint Making Us Stupid?

WEEK 12

LECTURE(S): **None**
Assignment: Media Analysis Paper

WEEK 13

LECTURE(S): **(1) New Media and Marshall McLuhan, (2) Social Media Best Management**

Practices, (3) How Companies Use Social Media, (4) Online Presence

Assignments: **Draft of Final Project Video**
TEXT: *ANR Communications:* Social Media
     Entire Chapter
     Future of Agricultural and Natural Resources Communications
     Entire Chapter
READINGS: Survey shows colleges consult Facebook in admissions process
     How to Clean Up Your Online Presence and Make a Great First
Impression
     Star Hartley Sawyer Fired Over Racist Tweets
     Playing Peekaboo? Florida's Sunshine Laws....
     Florida Bill Would Require Schools to Teach Benefits, Risks of Social
Media   TikTok Got Me Fired

WEEK 14
     LECTURE(S):   **None**
     Assignment: Peer Review of Draft Final Project Video

WEEK 15
     LECTURE(S):   **None**
     Assignment: Final Project Video and Final Project Video Presentation

WEEK 16
     Assignment: Final Exam (covers entire semester)

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:

Academic integrity is a fundamental value in our educational community and is essential for maintaining a fair and honest learning environment. As students, you are expected to adhere to the highest standards of honesty and ethical behavior in all academic activities. To ensure that you maintain academic integrity throughout the course, please ensure all sources and text are

properly referenced. Familiarize yourself with the appropriate citation style for the course (e.g., APA, MLA, Chicago) and consistently apply it to all written work. Properly citing sources not only demonstrates respect for others' intellectual contributions but is also crucial in avoiding plagiarism. Plagiarism encompasses using verbatim phrases without permission or proper attribution, quoting excessively from sources, and surpassing the 10% limit for direct quotes in an assignment. It extends to appropriating unique expressions, like short phrases or simple monikers.

Artificial Intelligence (A.I.) Use:
Use of an AI Generator such as ChatGPT, MidJourney, DALL-E, etc. is explicitly prohibited unless otherwise noted by the instructor. The information derived from these tools is based on previously published materials. Therefore, using these tools without proper citation constitutes plagiarism. Additionally, be aware that the information derived from these tools is often inaccurate or incomplete. All work submitted must be your own. Student work may be submitted to AI or plagiarism detection tools to ensure that student work product is human-created. Any assignment that is found to have been plagiarized or to have used unauthorized AI tools may receive a zero and/or be reported for academic misconduct following the university's policy for such offenses.

Attendance Policies
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 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
  - o 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
  - o Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
  - o 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:

- Linked-In Learning
  - o 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/.

- 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