

Communication Practices for Agricultural and Life Sciences

AEC 4035

Fall 2024- 3 credit hours

Instructor

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Class Times

Monday: Periods 7-8 (1:55-3:50 PM)

Location

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 yourself. This course will build on skills and knowledge gained in AEC 4031 and AEC 3070.

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 assignments and through a final project that includes writing, multimedia, and design.

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 graphic design to educate online audiences via the Streaming Science platform about agricultural and natural resources research and careers?

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.

Requirements

Textbook:

Suggested Texts:

- Hagen, Rebecca & Golombisky, Kim. (Third Edition; 2017). ***White Space is Not Your Enemy.***
- Long, Ben. (Ninth Edition). ***Complete Digital Photography.***
- ***Agricultural and Natural Resources Communications*** (<https://anrcommunications.org/>). Free online publication.
- Other readings are posted on Canvas.

Required Software:

- Adobe Creative Suite (Lightroom, Photoshop, InDesign, and Express/Spark)
- Canva
- 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.

Prerequisite Knowledge:

Prerequisites include AEC 3070C and AEC 3071/JOU 3101.

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.
- Familiarity with commonly used word processing applications (such as Microsoft Word or Google Docs), 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.
- Ability to perform online research using a variety of search engines and library databases.

Instructor Response & Feedback

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

Assignments

Instructional Goal	Assignment/Activity	Possible Points
Preproduction		
1,2	Writing Refreshers	40
3	Topic Selection & Research	25
3	Interview Contact & Question Guide	25
3	Recorded & Transcribed Interviews	50
Drafting		
1	Photo Essay / Print Piece Written Drafts	100
1	Supporting Multimedia	50
4,5	Photo Essay Design Draft	50
4,5	Print Piece Design Draft	50
2	Peer Review	50
2	Source Review	50
Final Draft		
1,2,3,4,5	Final Photo Essay	100
1,2,3,4,5	Final Print Piece	100
1,2,3,4,5	Social Media Posts	50
Professional Development		
4,5	Lightroom Certificate	50
4,5	InDesign Certificate	50
1,2,3,4,5	Attendance/Participation	100
	TOTAL	940

You will ultimately develop an online photo essay, print piece, multimedia element, and social media posts featuring an agricultural and natural resources science topic and scientist through the above assignments. Additionally, you will complete LinkedIn Learning certifications in Adobe Lightroom and InDesign as well as develop your professional online portfolio throughout the semester.

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 – 69.99%	
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/>

Reading & Assignment Schedule:

Week	Topic	Assignments Due	Readings
PREPRODUCTION			
1 Aug 22	Welcome & Course Overview <i>*online</i>		<ul style="list-style-type: none"> • <i>Streaming Science</i>
2 Aug 26	Writing, storytelling, & gear	Topic & Research Writing Refresh 1	<ul style="list-style-type: none"> • News & feature writing
3 Sep 2	Interviews, audio recording, & photography <i>*online</i>	Interview Question Guide	<ul style="list-style-type: none"> • Solutions storytelling • Canvas videos
4 Sep 9	Fieldwork #1 (site visit)		
5 Sep 16	Fieldwork #2 (site visit)		
DRAFTING			
6 Sep 23	Transcription, quotes, & story outlines	Interviews	<ul style="list-style-type: none"> • Photography chapters
7 Sep 30	Writing drafts	Written draft	<ul style="list-style-type: none"> • Canvas videos
8 Oct 7	Peer reviews & working with visuals	Peer review	
9 Oct 14	Fieldwork #3 (site visit)		
DESIGNING			
10 Oct 21	Adobe Lightroom & Express	Supporting multimedia	<ul style="list-style-type: none"> • WSINYE chapters • Canvas videos
11 Oct 28	Adobe InDesign	Lightroom Certificate	<ul style="list-style-type: none"> • LinkedIn Learning tutorials
12 Nov 4	Design drafts	InDesign Certificate	
13 Nov 11	Design drafts & social media <i>*online</i>	Design draft	
14 Nov 18	Peer reviews & social media	Peer review	
15 Nov 25	Break		
16 Dec 2	Final presentations	Final presentation Source review	<ul style="list-style-type: none"> • WSINYE chapters • Canvas videos
FINAL Dec 12 3-5pm	Final files	Final Photo Essay Final Print Piece Social Media Posts	

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

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
 - 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).
 - GatorWell Health Promotion Services
 - 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
 - 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](#).

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](#)