Digital Media Production in Agriculture & Life Sciences 

AEC3070C

Fall 2025- 3 Hrs.

# Instructor

Troy Tarpley, Ph.D.

Instructional Assistant Professor

Email: [ttarpley@ufl.edu](mailto:ttarpley@ufl.edu)

Office location: 121 Bryant Space Science Center

Office hours: Mondays 9 to 10 a.m. & Wednesdays 12:50 to 1:50 p.m.

Students can use [Teams](https://outlook.office.com/bookwithme/user/39bc1a04a6444dd8b90e9455b6a61a4c@ufl.edu/meetingtype/LyhBH-OXD0eI1P7gP80Yeg2?anonymous&ep=mlink) to schedule a time to meet with Dr. Tarpley.

# Teaching Assistant

Kyleigh Hilburn

k.hilburn@ufl.edu

310 Rolfs Hall

# Class Times Location

Wednesday: Period 7 – 9 (1:55 PM - 4:55 PM) Bryant 107

# 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.

# Instructor Team Communication & Feedback

**Communication**  
The instructor and graders are committed to responding to messages sent via Canvas or email within 24 hours during the work week (Monday through Friday), excluding holidays. Major assignments will be graded within one week of submission, accompanied by meaningful and constructive feedback.

**Individual Learner Interaction**  
Education is more than the transmission of knowledge—it is a dynamic process that includes personalized feedback and ongoing communication. The instructor is dedicated to engaging with each student individually. This interaction may take the form of detailed feedback on assignments, responses to discussion board posts, or personalized messages via Canvas to support and monitor student progress.

**Office Hours**  
Dr. Tarpley holds weekly office hours both in-person and via Teams on Mondays from 9:00 to 10:00 a.m. and Tuesdays from 1:30 to 2:30 p.m. Students may also schedule appointments through Teams. But what are office hours, exactly? They are designated times each week when students are encouraged to drop in—physically or virtually—to connect with Dr. Tarpley. Whether you have questions about course content, assignments, or simply want to chat and build rapport, these hours are reserved for you. Dr. Tarpley strongly encourages students to take advantage of office hours as a valuable opportunity 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 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:

{Below is required language from UF, but please add any additional language needed}

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 Office Programs
  + [Microsoft Privacy Statement](https://privacy.microsoft.com/en-us/privacystatement)
  + [Microsoft Accessibility Information](https://www.microsoft.com/en-us/trust-center/compliance/accessibility)
  + Word - [Microsoft 365 basics video training](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsupport.microsoft.com%2Fen-us%2Foffice%2Fmicrosoft-365-basics-video-training-396b8d9e-e118-42d0-8a0d-87d1f2f055fb&data=05%7C01%7Cbrooke.brammer%40ufl.edu%7Cfa687a99f8814d9457ff08db03a74f10%7C0d4da0f84a314d76ace60a62331e1b84%7C0%7C0%7C638107789339169026%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=TLW6NUAxqahJlebtSJzmI6gGZFi5bvKksQmj7nOsgPA%3D&reserved=0)
* Adobe Reader
  + [Acrobat tutorials](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhelpx.adobe.com%2Facrobat%2Ftutorials.html&data=05%7C01%7Cbrooke.brammer%40ufl.edu%7Cfa687a99f8814d9457ff08db03a74f10%7C0d4da0f84a314d76ace60a62331e1b84%7C0%7C0%7C638107789339169026%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=hZA7%2FIKCV%2BzbSPu2MjomDnxCbI5usbBdV2%2FMV9lzRso%3D&reserved=0)
  + [Adobe Privacy Statement](https://www.adobe.com/privacy/policy.html)
  + [Adobe Accessibility Statement](https://www.adobe.com/trust/accessibility.html)
* Zoom
  + [Zoom Privacy Policy](https://explore.zoom.us/en/privacy/)
  + [Zoom Accessibility Information](https://explore.zoom.us/en/accessibility/)
* 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](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcommunity.canvaslms.com%2Ft5%2FStudent-Guide%2Ftkb-p%2Fstudent&data=05%7C01%7Cbrooke.brammer%40ufl.edu%7Cfa687a99f8814d9457ff08db03a74f10%7C0d4da0f84a314d76ace60a62331e1b84%7C0%7C0%7C638107789339325259%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=584OMZNA3VDOhfbJir6w2cQXUz118ncUvLFwjg063fw%3D&reserved=0) is provided if you have additional questions.
* [Canvas Privacy Policy](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.canvaslms.com%2Fpolicies%2Fprivacy&data=05%7C01%7Cbrooke.brammer%40ufl.edu%7Cfa687a99f8814d9457ff08db03a74f10%7C0d4da0f84a314d76ace60a62331e1b84%7C0%7C0%7C638107789339325259%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=MZOYIJ9jHRaqebfqNW15YE%2F6T%2Biy6S6znresFJaVMrQ%3D&reserved=0)
* [Canvas Accessibility Standards](https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-Canvas-accessibility-standards/ta-p/1564)
* **Web Browser - Chrome** is the preferred browser for Canvas. If you do not have Chrome, you can [download it.](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.google.com%2Furl%3Fsa%3Dt%26rct%3Dj%26q%3D%26esrc%3Ds%26source%3Dweb%26cd%3D2%26cad%3Drja%26uact%3D8%26sqi%3D2%26ved%3D0CDYQjBAwAQ%26url%3Dhttps%253A%252F%252Fsupport.google.com%252Fchrome%252Fanswer%252F95346%253Fhl%253Den%26ei%3D16T0U_61AZWAygT1vYHoAQ%26usg%3DAFQjCNHFiowHAaPSkTUo-EyAOIeZWDPSCw%26sig2%3DulcujkhFWJawLyO6J0SvpA%26bvm%3Dbv.73231344%2Cd.aWw&data=05%7C01%7Cbrooke.brammer%40ufl.edu%7Cfa687a99f8814d9457ff08db03a74f10%7C0d4da0f84a314d76ace60a62331e1b84%7C0%7C0%7C638107789339325259%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=NJn3IJOjWwtZLgxmHrwwCiuh0EKyquERtWcT9Vs%2FKus%3D&reserved=0)
* University of Florida Email
* Students are expected to check their my.ufl emails daily. View the [Student Computing Requirements](https://it.ufl.edu/policies/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.

## 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.
* 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.

## Expected Technical & Digital Literacy Skills:

Minimum 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.
* Using online search tools for specific academic purposes, including the ability to use search criteria, keywords, and filters.
* Analyzing digital information for credibility, currency, and bias.

## Artificial Intelligence (A.I.) Use:

**Use of AI Tools Policy**

As many of us have had the opportunity to explore new AI tools like ChatGPT, they can be incredibly helpful, much like a calculator is for math classes. These tools are best used for idea generation, essentializing, and gathering information about common understandings of a topic. However, it is essential that you guide, verify, and craft your ultimate answers. Please do not simply cut and paste without understanding the content. Let's leverage these tools as extensions of our knowledge to enhance their power.

**Guidelines for Using AI Tools:**

1. **Original Work**: All assignments should be your own original work, created specifically for this class. The submission of AI-generated answers constitutes plagiarism and is a violation of UF's student code of conduct. We will discuss what constitutes plagiarism, cheating, or academic dishonesty more in class.
2. **Credit and Documentation**: When using AI tools for assignments, you must:
   * Add an appendix showing:
     + (a) The entire exchange with the AI tool, highlighting the most relevant sections.
     + (b) A description of precisely which AI tools were used (e.g., ChatGPT private subscription version or DALL-E free version).
     + (c) An explanation of how the AI tools were used (e.g., to generate ideas, turns of phrase, elements of text, long stretches of text, lines of argument, pieces of evidence, maps of conceptual territory, illustrations of key concepts, etc.).
     + (d) An account of why AI tools were used (e.g., to save time, to surmount writer’s block, to stimulate thinking, to handle mounting stress, to clarify prose, to translate text, to experiment for fun, etc.).
3. **Examinations and In-Class Assignments**: AI tools are not to be used during in-class examinations or assignments unless explicitly permitted and instructed.
4. **Originality Checks**: Employ AI detection tools and originality checks prior to submission to ensure that your work is not mistakenly flagged.
5. **Wise Use**: Use AI tools wisely and intelligently, aiming to deepen your understanding of the subject matter and to support your learning.
6. **Communication**: If you have any questions or concerns about using AI tools, please reach out to me. Your proactive communication is key to managing your coursework effectively.

By following these guidelines, we can ensure that AI tools are used ethically and effectively to enhance our learning experience.

# Assignments

## Last Assignment Policy:

Assignments are expected to be submitted by the due date specified in the syllabus. To encourage timely submissions and fairness, the following policy will be enforced:

1. **Late Penalty**: Assignments submitted after the due date will incur a penalty of 10% off the total grade for each day they are late. For example, an assignment that is one day late will receive a 10% deduction, two days late will receive a 20% deduction, and so on.
2. **Communication**: If you anticipate that you will not be able to submit an assignment on time, it is crucial that you reach out to me **before the due date**. By informing me in advance, we may be able to discuss your situation and potentially work out an alternative arrangement. This policy is in place to support you and ensure that any issues can be addressed proactively.
3. **Exceptions**: Extensions or exceptions to the late penalty may be granted in cases of documented emergencies or other extenuating circumstances. However, these will only be considered if you have communicated with me prior to the assignment's due date.
4. **Maximum Late Period**: Assignments will not be accepted if they are more than seven days late, unless prior arrangements have been made.

Please make every effort to submit your assignments on time and communicate any issues as early as possible. Your proactive communication is key to managing your coursework effectively.

## Assignment Points & Explanation:

|  |  |
| --- | --- |
| Assignment | Percentage |
| Topic Selection | 6 |
| Pre-Production Photography | 12 |
| Social Media Post | 10 |
| **Video** |  |
| Storyboard | 4 |
| Interview & b-roll + critique | 8 |
| Draft Video | 10 |
| Final Video | 20 |
| Class participation | 10 |
| In-Class Assignments | 10 |
| Quizzes | 10 |
| **Total** | 100 |

### 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

### 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.

## 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% |  |

## Reading & Assignment Schedule:

|  |  |  |
| --- | --- | --- |
| **Week** | **Topic** | **Due (End of the week at Midnight)** |
| 1 | Introduction | Class Intro Discussion Board |
| 2 | How the Camera Works + Exposure |  |
| 3 | Depth of Field | Topic Exploration/Selection |
| 4 | Composition |  |
| 5 | Smart Phone Photography |  |
| 6 | Types of Shots + Angles | Pre-Production Photography |
| 7 | Lighting |  |
| 8 | B-Roll + How to Interview |  |
| 9 | Interview Set Ups |  |
| 10 | Audio + Editing | Interviews & B-Roll Critique |
| 11 | Editing | Draft: Video Project |
| 12 | Story Structure |  |
| 13 | Distribution | Social Media Posts |
| 14 | Fall Break |  |
| 15 | Watch Party | Final: Video Project |

Instructional materials for this course consist of only those materials specifically reviewed, selected, and assigned by the instructor(s). The instructor(s) is only responsible for these instructional materials.

Please note that the course schedule and syllabus are subject to change. The instructor reserves the right to modify the syllabus, including assignment due dates and course content, as deemed necessary. Any changes will be communicated promptly to ensure you have adequate time to adjust.

# University-Wide Policies and Student Support Services

As part of the updated University of Florida Syllabus Policy, this course syllabus refers students to a central online resource that contains the most current university-wide academic policies and student support services. Using this shared link helps ensure that all students receive accurate, consistent, and up-to-date information.

Students are expected to visit and review the centralized UF Syllabus Policy page at: [UF Syllabus Policy Link](https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/). Throughout the term, students are strongly encouraged to return to this page regularly to stay updated on important university expectations and explore available resources. The page includes information on topics such as:

**Academic Policies**

* Attendance requirements and make-up work procedures
* Academic accommodations for students with disabilities
* Grading standards and grade point policies
* Course evaluation instructions and portals
* Student Honor Code and University Honesty Policy
* Guidelines governing the recording and use of class lectures

**Academic Resources**

* E-learning support and technology assistance
* Career and counseling services (Career Connections Center)
* Library access and help services
* Study skills support and tutoring (Teaching Center)
* Writing support (Writing Studio)
* Complaint procedures and academic grievance resources
* UF Student Success Initiative resources

**Campus Health & Wellness**

* Physical, mental, and emotional health services
* Safety and support programs
* UF Whole Gator wellness tools