



Communication Practices for Agricultural and Life Sciences
AEC 4035 / 5032
Spring 2019 – 3 Credit Hours
Department of Agricultural Leadership, Education, & Communication

Instructor

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Class Times

Tuesday: Periods 2-3 (8:30 a.m. - 10:25 a.m.)

Online: throughout the week

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

Location

Bryant Hall 107 (Mac Lab)

Course Description

This course is designed to expose students to a variety of writing and desktop layout and design 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 yourselves. This course will build on skills and knowledge gained in AEC 4031 and AEC 3070. Prerequisites include AEC 3070C and AEC 3071/JOU 3101.

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, project-based assignments, and an exam.

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 photography, graphic design, and writing to educate online audiences about IFAS, Extension, and research in the Environmental Horticulture department?*

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



Course Readings and Resources

Required Texts:

Long, Ben. (2014, 8th Edition). Complete Digital Photography.

Hagen, Rebecca & Golombisky, Kim. (2013 or 2016 Edition). White Space is Not Your Enemy.

Online:

Canvas, Google Drive, Adobe Creative Suite (Lightroom, Photoshop, InDesign, and Spark)

Assignments

Instructional Goal	Assignment/Activity	Possible Points	Word Count
	Introduction and Selfie-photo narrative	10	50
Project 1: Classmate Social Media Feature		115	500
3	Research, planning, and pitch	5	
1	Writing / photo draft	5	
2	Peer review	5	
1,2,3	Final post	100	
Project 2: Google Streetview Tour		50	
5	360-degree photos	25	
5	Tour site	25	
FINAL PROJECT A: Scientist / Expert Photo Essay		115	1,500
3	Research, planning, and pitch	5	
1	Writing draft	5	
2	Peer review	5	
1-5	Final photo essay	100	
FINAL PROJECT B: Issue in a Nutshell / Design Piece		115	1,500
3	Research, planning, and pitch	5	
1	Writing/layout draft	5	
2	Peer review	5	
1-5	Final print piece	100	
Ongoing Work		200	
5	Lynda trainings	100	
1,2	Online activities (x8)	80	1,000
1-4	Selfie with a Scientist + description	20	300
Assessment Check-Points		200	
1-5	Midterm Camera Use / Layout Skills / Portfolio	100	
1-5	Final Portfolio and Presentation	100	
Professionalism & Attendance		30	
Total		835	

Introduction/Selfie-Photo Narrative:

Create a photo narrative with 7-10 photos to introduce yourself to the class. Use your cell phone or other mobile device to shoot the photos.

Project 1: Classmate Social Media Feature:

You will develop a written/photographic online feature about a fellow AEC student from class. Interview the student, write a feature story, take photos, and then design a social media post to depict your feature interviewee as to why they joined the AEC department and what they hope to do with their degree.

Project 2: Google Streetview Tour

We will use the Google Streetview mobile app and corresponding tour site to create a 360-degree tour of the Natural Area Teaching Laboratory.

FINAL PROJECT A & B: Scientist Photo Essay and Issue in a Nutshell Design Piece:

You will develop photo essays in various formats featuring our scientist partners and a STEM issue. Each project consists of submitting:

- Research, planning, and pitch documents
- Web story
- Photos
- Layout

Details and rubrics for project steps will be given in class and provided in Canvas.

Ongoing Work:

Throughout the semester, you complete Lynda.com tutorials about Adobe Lightroom and Adobe InDesign. You will also write reflection journal entries about your learning and project progress and take a “Selfie with a Scientist” and write a description. Parameters for these will be provided in Canvas and during class time.

Assessment Check-Points:

At the midterm, you will take a short exam and demonstrate your learning of photography hardware and software and layout design principles, as well as a draft online portfolio of photos taken during class photo field trips. At the end of the semester, you will submit your photo essay and print piece, which includes edited photos and narration, any needed graphics, web stories, and layout. There is not a typical final exam for this course. Instead, you will present your completed projects (photo essay and print piece) during a presentation to invited students, staff, and faculty within IFAS-CALS.

Course Grading and Assignments

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 the instructor. You will receive specific information well in advance of deadline dates. Late assignments will receive a 10% point deduction per each day the assignment is late. You are expected to meet deadlines, as an AEC professional would be expected to do.

Grading scale

A+ = 100%	C+ = 79 to 76%	F = Below 60%
A = 99 to 95%	C = 75 to 73%	
A- = 94 to 90%	C- = 72 to 70%	
B+ = 89 to 86%	D+ = 69 to 66%	
B = 85 to 83%	D = 65 to 63%	
B- = 82 to 80%	D- = 62 to 60%	

Attendance and Make-Up Work

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/ugrad/current/regulations/info/attendance.aspx>

You are expected to attend every class and arrive on time. If you must miss class, please keep up with the assigned readings so you can make meaningful contributions to in-person and online discussions. If you must miss class and are unable to speak with the instructor in person, leave a phone message or send an e-mail message as soon as possible. Penalties will be assessed for unprofessional behaviors such as unexcused absences, tardiness, lack of preparation, or inattentiveness during class lectures or discussions.

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 me – late materials will not be accepted. Permissions are granted only for approved university functions or other unique situations that warrant an excused absence as judged by me. Unless otherwise stated, materials are due in class on the deadline date. Computer problems are not a justification for missed deadlines.

Online Course Evaluation Process

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. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open for students to complete during the last two or three weeks of the semester; students will be notified of the specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

Academic Honesty

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 academic misconduct to appropriate personnel. 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: <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>.

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

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, www.dso.ufl.edu/drc/

Campus Helping Resources

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. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

- *University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, www.counseling.ufl.edu/cwc/*
 - Counseling Services
 - Groups and Workshops
 - Outreach and Consultation
 - Self-Help Library
 - Wellness Coaching
- U Matter We Care, www.umatter.ufl.edu/
- *Career Resource Center, First Floor JWRU, 392-1601, www.crc.ufl.edu/*

AEC 4035 Communication Practices for Agricultural and Life Sciences

Spring 2019 Tentative* Course Schedule

Week	Tuesday	Reading & Online Content	Assignments
1 Jan 7-11	Introductions	Photo: 1 & 2  	Intro/selfie-photo narrative
2 Jan 14-18	Get to know your camera Interviewing Writing captions	Photo: 3,4,6  	OA 1
3 Jan 22-25	Photo field trip	Photo: 6, 7, 8  	Project research and plan
4 Jan 28-Feb 1	Photo field trip	Photo: 9 & 10  	OA 2
5 Feb 4-8	Adobe Lightroom	Photo: 14-17   Lynda	<ul style="list-style-type: none"> • Project 1 draft critique • OA 3
6 Feb 11-15	Final project prep Adobe Lightroom	Photo: 14-17   Lynda	<ul style="list-style-type: none"> • Project 1 final • OA 4
7 Feb 18-22	Recording audio Writing photo essays & print pieces Google Streetview	Canvas links  	<ul style="list-style-type: none"> • Portfolio draft • OA 5
8 Feb 25- Mar 1	Midterm	Midterm	Final project research & plan
9	March 4-8	SPRING BREAK	
10 Mar 11-15	Adobe InDesign	WSINYE: 1 & 2  	OA 6
11 Mar 18-22	Adobe InDesign	WSINYE: 3, 4, 5  	OA 7
12 Mar 25-29	Google Streetview: NATL	WSINYE: 7,8,9  	Final project A & B draft
13 Apr 1-5	Project work	Project work	Final project A & B critiques
14 Apr 8-12	Project work	No Class	

15 Apr 15-19	Project work/Final presentations	Project work	<ul style="list-style-type: none"> • Final portfolio • Streetview tour
16 Apr 22-26 *25 & 26 reading days	Final presentations	No Class	<ul style="list-style-type: none"> • Final projects • Selfie w/ a scientist • OA 8
FINAL	May 2 nd 7:30-9:30am		