Communication Practices for Agricultural and Life Sciences
AEC 4035
Spring 2021 – 3 Credit Hours
Department of Agricultural Leadership, Education, & Communication

Instructor

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Teaching Assistant

Whitney Stone
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Office Hours: Thursdays 10 am -11:30am **or** by appointment

Class Times	Location
Tuesday: 9:30 a.m. - 11:25 a.m.	Hyflex (Bryant 107 & Zoom)

*This is a hyflex class. We will have students participating in-person in the lab, as well as students participating online. It is important you attend as many synchronous 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 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 and project-based assignments.

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, web/print design, and writing to educate online audiences via the Streaming Science platform about the UF/IFAS Nature Coast Biological Station?

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.

Course Readings and Resources

Required Texts:
Bradford, Jo. (2018). *Smart phone, smart photography*.
Suggested Texts
(We will provide PDF copies of chapters)
Hagen, Rebecca & Golombisky, Kim. (2013 or 2016 Edition). *White Space is Not Your Enemy*.
Required Software:
Adobe Creative Suite (Lightroom, Photoshop, InDesign, and Spark)
A high quality mobile photography app that allows control of aperture, shutter, and focus – we suggest the **Pro Camera App**.
Google StreetView App

Assignments

Instructional Goal	Assignment/Activity	Possible Points	Word Count
Skill Development		**200**	
3, 4 ,5	Photo Journal	100	
3, 4, 5	Adobe Lightroom Tutorial	50	
3, 4, 5	Adobe InDesign Tutorial	50	
Scientist Photo Essay Development		**250**	4,000
1, 2, 3, 4, 5	Online Activities (OAs) (20-30 points ea.)	250	
Final Files		**300**	
1, 2, 3, 4, 5	Final Adobe Spark Page	100	1,000
1, 2, 3, 4, 5	Final Embed Video	100	
1, 2, 3, 4, 5	Final Print One-Pager	100	1,000
Assessment Check-Points		**250**	
1, 3, 4, 5	Midterm Portfolio	50	
1, 2, 3, 4, 5	Final Presentation and Portfolio	100	
	Attendance and Professionalism	100	
	TOTAL	**1,000**	6,000

Skill Development
- You will complete a photo journal by the midterm to demonstrate your learning from the course photography readings, videos, and other content.
- You will also complete Lynda.com tutorials about Adobe Lightroom and Adobe InDesign.

Photo Journal
You will compile a photo journal to demonstrate your photography skills and compositional elements. The photo journal assignment will have multiple parts. Details will be provided in Canvas and during class time.

Scientist Photo Essay Development
Throughout the semester, you will complete **10** Online Activities (OA) that include – written assignments and instructional videos with scaffolded steps for developing your final scientist photo essay project. Parameters for these will be provided in Canvas and during class time.

Final Files
You will develop photo essays featuring our scientist and Extension partners and their research/work. Final files to submit will consist of:
- Adobe Spark website
- Embedded video in Spark page
- PDF of print one-pager

Assessment Checkpoints
You will submit a professional online portfolio draft at the midterm and end of semester that includes photography and writing samples. You will present your completed projects (photo essay, embed video, and print piece) during a presentation to invited students, staff, and faculty within IFAS-CALS.

Extra Credit: Daily Photo Journals
Students have the option of submitting a daily photograph at the end of the semester for 30 extra credit. One (1) photo per day x 100 days=100 photographs. The details of this assignment will be provided in Canvas.

Course Grading
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 me. You will receive specific information well in advance of deadline dates.

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%	

General Course Expectations
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

Attendance
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/UGRD/academic-regulations/attendance-policies/.

You are expected to **attend every class and arrive on time**. If you must miss class, please keep up with the assigned readings, recorded Zoom class meetings, and online activities, so you can make meaningful contributions. If you must miss class and are unable to speak with us in person, leave a voice mail or send an e-mail as soon as possible to both Dr. Loizzo and Whitney.

We expect all students to attend 80% of synchronous class meetings and to receive full professionalism points. However, we understand in current times that life has disruptions that sometimes we cannot avoid. You can miss **THREE** synchronous class meetings – as excused, without a deduction in professionalism points. In the event you cannot attend class, firstly,

communicate directly with both Dr. Loizzo **AND** Whitney via email. Secondly, if you cannot attend class meetings, you be will required to submit a one-page single spaced summary of the recorded synchronous lecture. This will be due by the end of the semester to be considered eligible for full professionalism credit.

Professionalism
Penalties will be assessed for unprofessional behaviors such as unexcused absences, tardiness, lack of preparation, lack of adequate participation in group assignments, or inattentiveness during class lectures or discussions.

Late Assignments
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 us. Permissions for late submission are granted only for approved university functions or other unique situations that warrant an excused absence as judged by us. Late assignments will receive a 10% deduction in points per each day the assignment is late. For instance, if the assignment is worth 50 points, and you submit it late – you will lose 5 points (10% of the total grade) per each day it is late. Unless otherwise stated, materials are due in class on the deadline date. Computer problems are not a justification for missed deadlines.

Grades and Grade Points
For information on current UF policies for assigning grade points, see
https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/.

Zoom Class Recording Privacy Policy
Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

In-Person Class COVID-19 Procedures
For face to face courses a statement informing students of COVID related practices such as: We will have face-to-face instructional sessions to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.
> • You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our

responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.

• This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.

• Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.

• Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.

Online Course Evaluation Process

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/.

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, https://disability.ufl.edu/

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
  Counseling Services
  Groups and Workshops
  Outreach and Consultation
  Self-Help Library
  Wellness Coaching
- U Matter We Care, www.umatter.ufl.edu/
- *Career Connections Center,* First Floor JWRU, 392-1601, https://career.ufl.edu/

Student Complaints:
- Residential Course: https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/
- Online Course: http://www.distance.ufl.edu/student-complaint-process

Academic Resources

- E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu. https://lss.at.ufl.edu/help.shtml
- Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. https://career.ufl.edu/ Library Support, http://cms.uflib.ufl.edu/ask
- Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. http://teachingcenter.ufl.edu/
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. http://writing.ufl.edu/writing-studio/
- Student Complaints On-Campus: https://sccr.dso.ufl.edu/policies/student-honorcode-student-conduct-code/
- On-Line Students Complaints: http://distance.ufl.edu/student-complaint-process/

AEC 4035 Communication Practices for Agricultural and Life Sciences

Spring 2021 Tentative* Course Schedule

Week	Tuesday	Reading & Online Content	Assignments
DRIVING QUESTION & PHOTOGRAPHY CONCEPTS			
1 Jan 11	• Introductions • Course overview	📖▶️ *Complete Digital Photography* Ch.1-2 (pp. 1-10)	**OA 1** Selfie-narrative
2 Jan 18 MLK Day	• Cameras/phones • Aperture, shutter & ISO	📖▶️ Unit 1 (Ch. 1) *Smart Phone, Smart Photography* (pp.12-27)	*photo journal, tutorials, portfolio
3 Jan 25	• Guest speaker • Driving question	📖▶️ Unit 1 (Ch. 2 & 3) *Smart Phone, Smart Photography* (pp.30-59)	**OA 2** Background research Scientist sign-up
4 Feb 1	• Transcribing • Photo composition • 360º photos	📖▶️ Unit 2 (Ch. 1-4) *Smart Phone, Smart Photography* (pp. 62-123)	*photo journal, tutorials, portfolio
PROJECT DEVELOPMENT & SOFTWARE			
5 Feb 8	• Interviewing	▶️ Adobe Lightroom & Spark	**OA 3** Interview transcription
6 Feb 15	• Storytelling • AP style • Hooks	▶️ Adobe InDesign	**OA 4** InDesign practice
7 Feb 22 25 recharge	• Photo selection • Video development	▶️ Project outline development	**OA 5** Project outline
8 Mar 1	**MIDTERM**		**Photo Journal** **Software Tutorials** **Portfolio Draft**
PROJECT DRAFTING & DESIGN			
9 Mar 8	• Project discussion	Writing drafts	**OA 6** Writing draft
10 Mar 15	Writing review		**OA 7** Writing review
11 Mar 22 24 recharge	• Design elements • Color & typography	📖▶️ *WSINYE*: 1-5	

Week	Tuesday	Reading & Online Content	Assignments
12 Mar 29	• Project drafting	📖▶ *WSINYE*: 7-9	**OA 8** Project drafts
PROJECT REVIEW and SOURCE CHECK			
13 Apr 5	Project draft review		**OA 9** Project draft review
14 Apr 12	Source check Project finalization		**OA 10** Source check
PUBLIC PRESENTATION			
15 Apr 19	Final Presentations		
16 Apr 26	**FINALS**		**FINAL FILES DUE**

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