

AEC 3070c

Digital Media Production in Agricultural and Life Sciences

UF | IFAS CALS
UNIVERSITY of FLORIDA



AGRICULTURAL
EDUCATION AND
COMMUNICATION



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
- Visual communication
- Media literacy

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.

FALL 2022

TIME AND LOCATION

Tuesday

Periods 7-9, 1:55 - 4:55 pm
AEC Mac Lab, Bryant 107

INSTRUCTOR

Kevin Kent, Ph.D.
Kevin.Kent@ufl.edu
121A Bryant Space
Science Center
352-294-2777

OFFICE HOURS

Monday/Tuesday
1:00 – 1:55 pm
and by appointment.

REQUIRED TEXTBOOK AND READINGS

Successful students will read assigned materials **before class** and be prepared for discussion with the instructor and fellow students. 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.

EQUIPMENT AND AEC 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.

Accessories are also available for smartphones and mobile devices with appropriate videography/photography capabilities. Quality and production expectations are the same regardless of the type of device used. Therefore, the use of these accessories is required if you are using a mobile device to capture media.

GRADING

For some assignments, you will work in groups. Teamwork is an essential element in digital media production. On group assignments, you will submit a log of your efforts and your teammates' efforts in the development of your projects. Teammates must pull their weight on all assignments. All written assignments **MUST** be typed. Following is the grading scale and assignments:

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	E	599 and below

ASSIGNMENTS AND ASSESSMENTS

- **Photography Activity (75 points) + reflection/critique (25 points)**
You will take and submit various types of photos (as instructed through) and submit a reflection/critique of your photos.
- **Practice Video Profile (75 points) + critique (25 points)**
You will shoot and edit a feature video profile. Additionally, you will critique your finished video.

- **Social Media Video (75 points) + analysis (25 points)**

Students will shoot and edit a VERTICAL video that demonstrates a process involving the video production process. Additionally, you will critique/assess your finished video.

- **Media Analysis Reflection (100 points) and Presentation (25 points)**

You will develop a brief presentation describing how agricultural and life sciences are communicated in a documentary of your choice. You will also submit a reflection about the documentary you analyzed.

- **Final Project (325 points)**

You will create an agricultural/life sciences-related video, incorporating video and photos you shoot. Components and submissions include:

- Proposal (25 points)
- Location scout (25 points)
- Interview/b-roll/photos (30 points) + critique (20 points)
- Draft video (50 points)
- Final video (150 points)
- Final project presentation (25 points)

- **Two Exams (100 points each)**

- **Attendance, participation, and professionalism (50 points)**

UNIVERSITY GRADING POLICIES

For information about UF grades and grading policies, please visit <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

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.

ATTENDANCE

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 in this course are consistent with university policies that can be found at <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

FOOD AND DRINK

Food and drink are ABSOLUTELY NOT permitted in the computer lab.

LINKED-IN LEARNING TUTORIALS

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 inexperienced 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/>.

EXPECTATIONS FOR WRITING

In all courses in the Department of Agricultural Education and Communication's Communication and Leadership Development (CLD) specialization, the following writing standards are expected to be followed, unless otherwise specified for a particular writing assignment. Not following these writing standards will result in substantially lower grades on writing assignments.

- Proper grammar and punctuation are mandatory.
- Proper sentence structure is required. This includes:
 - making sure that your sentences have a subject, verb, and (when needed) an object,
 - not having sentence fragments,
 - and anything else that would pertain to "proper sentence structure."
- No use of first person (I, me, my, mine, our) unless denoted within the assignment rubric.
- No use of contractions.
- Good thoughts/content throughout the writing assignment.
- For assignments that require citations, use American Psychological Association style. Proper APA citation and reference document is expected.
- For assignments that are more reporter-style articles (news stories, news releases, public relations writing), you are expected to follow Associated Press Style.

EXPECTATIONS FOR DESIGN

In all courses in the Department of Agricultural Education and Communication's Communication and Leadership Development (CLD) specialization, the following design standards are expected to be followed, unless otherwise specified for a particular writing assignment. Not following these design standards will result in substantially lower grades on design-related assignments.

- Proper grammar, punctuation, and sentence structure are mandatory. Although these are design assignments, writing has to be perfect so as not to detract from the design.
- For assignments that feature more reporter-style articles (news stories, news releases, public relations writing), you are expected to follow Associated Press Style.
- Use the proper photographic settings for the assignment. Pixilated photos will result in lower grades.
- Students should not use copyrighted materials for design assignments. For example you may not "borrow" a graphic or design. Commercial artwork that is purchased may be used for assignments. Similarly, you may use ideas for a graphic/design assignment, but the use of the actual graphic/design is not acceptable.
- The following minimal design skills are expected to be demonstrated on all design assignments. The ability to resize an image, create documents in multiple columns, insert a graphic on a page, insert text with a graphic, alter the color of text and/or graphics. Additionally, the student should have moderate ability with the following software in order to complete design assignments:
 - Microsoft PowerPoint
 - Microsoft Word
 - Adobe Photoshop (photographs)
 - Adobe Illustrator (graphics)
 - Adobe InDesign (print layout)
 - WordPress (Web)
 - Final Cut Pro X or Adobe Premiere (video)

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: <https://sccr.dso.ufl.edu/process/student-conduct-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.

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.

- **U Matter, We Care:** If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit umatter.ufl.edu/ to refer or report a concern and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit counseling.ufl.edu/ or call 352-392-1575 for information on crisis services as well as non-crisis services. Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit shcc.ufl.edu/.
- **University Police Department:** Visit police.ufl.edu/ or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center.
- **Career Connections Center:** First Floor, Reitz Union, 392-1601, www.crc.ufl.edu/

STUDENTS WITH DISABILITIES

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

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/>.

MATERIALS AND SUPPLIES FEE

A materials and supplies fee is collected for this course to pay for costs associated with assignments in this course.

IN-CLASS RECORDING

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 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.

AEC-CLD STATEMENT OF PURPOSE

- We are an engaged community of diverse students and faculty.
- We learn to think critically and dialogue about agricultural and natural resources issues facing Florida and our world.
- We explore the varied perspectives, theories and science underlying these issues.
- We build our communication and leadership skills to address evolving agricultural and natural resources issues in a multicultural society.

COURSE SCHEDULE

WEEK 1	TOPIC(S)	Introduction to Digital Media
	READINGS	Introduction to Agricultural Communications, Effective Communication, Audience Analysis and Message Development
WEEK 2	TOPIC(S)	Photography and Composition
	READINGS	Digital Photography and Photographic Editing: <i>Introduction; How Photography Works; Photo Composition; Types of Cameras and Camera Equipment</i>
WEEK 3	TOPIC(S)	Photo Editing using Adobe Photoshop
	READINGS	Digital Photography and Photographic Editing <i>Selecting a File Format; Photo Editing; Saving Your Edited Photo; Permissions, Copyright, and Ethics; Careers in Photography</i>
	DUE	<ul style="list-style-type: none"> Photography Assignment
WEEK 4	TOPIC(S)	Shooting Video
	READINGS	Video and Audio Production: <i>Introduction, Is Video the Right Production for You?; The Video Production Process; Video Equipment; Video Shot Composition; Other Video Considerations</i>
	DUE	<ul style="list-style-type: none"> Final Project Proposal
WEEK 5	TOPIC(S)	Audio and Lighting + Interviews
	READINGS	Video and Audio Production: <i>Video Equipment (Microphone, Lighting); Recording Audio</i>
WEEK 6	TOPIC(S)	Video for Social Media
	READINGS	Video and Audio Production: <i>Video Shooting and Editing for the Web; Tips for Shooting Video with a Mobile Device</i>
		<ul style="list-style-type: none"> Final Project Location Scout
WEEK 7	TOPIC(S)	Video Editing using Adobe Premiere Pro 1

	READINGS	Video and Audio Production: <i>Video Editing; Video Editing Concepts</i>
	DUE	<ul style="list-style-type: none"> Quiz 1 – Weeks 1-7

WEEK 8	TOPIC(S)	Video Editing using Adobe Premiere Pro 2
	READINGS	Video and Audio Production: <i>Video Editing; Video Editing Concepts</i>
	DUE	<ul style="list-style-type: none"> Social Media Video + Reflection

WEEK 9	TOPIC(S)	Video Editing using Adobe Premiere Pro 3
	READINGS	Video and Audio Production: <i>Video Editing; Video Editing Concepts</i>
	DUE	<ul style="list-style-type: none"> Practice Video Profile + Reflection

WEEK 10	Spring Break	
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WEEK 11	TOPIC(S)	Media Literacy and Message Sensation
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WEEK 12	TOPIC(S)	Persuasion, story, advertising, and documentaries
	READINGS	Persuasion & Persuasive Informational & Educational Campaigns, Communications Campaign Development
		<ul style="list-style-type: none"> Final Project Assets – Interview(s), B-roll, and Photos

WEEK 13	TOPIC(S)	New and Social Media
	READINGS	Social Media, Future of Agricultural and Natural Resources Communication
	DUE	<ul style="list-style-type: none"> Media Analysis Reflection Media Analysis Presentation

WEEK 14	TOPIC(S)	Media Analysis Presentations
	DUE	<ul style="list-style-type: none"> Final Project Draft Video

WEEK 15	TOPIC(S)	Final Project Preparation
	DUE	<ul style="list-style-type: none"> Quiz 2 – Weeks 8-13

WEEK 16	TOPIC(S)	Final Project Presentations
	DUE	<ul style="list-style-type: none"> • Final Project Video • Final Project Reflection