

**AEC 3070C: Digital Media Production in
Agricultural & Life Sciences
SPRING 2023
WEDNESDAY 7-9th periods (1:55-4:45)**

This is a co-taught course (undergraduate and graduate course).

INSTRUCTOR:

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TEACHING ASSISTANT:

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OFFICE HOURS in 126 Bryant Space Science Center:

W 12:30-1:30 p.m.

F 8:30-9:30 a.m.

And by appointment

CLASS MEETS in 107 Bryant Space Science Center computer lab.

Course outline and general 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.

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 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.**

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
 A- = 900-929
 B+ = 860-899
 B = 830-859
 B- = 800-829
 C+ = 760-799
 C = 730-759
 C- = 700-729
 D+ = 660-699
 D = 630-659
 D- = 600-629
 E = 599 and below

ASSIGNMENTS

	<u>Total Score</u>	<u>Your Score</u>
Practice video + analysis (75 + 25)	100	_____
Practice social media video+ analysis (75 + 25)	100	_____
Media analysis/literacy paper	100	_____
Media analysis/literacy presentation	25	_____
Photo reel + analysis (75 + 25)	100	_____
Final project		
Proposal	25	_____
Location scout	25	_____
Interview/b-roll (30) + critique (20)	50	_____
Draft video	50	_____
Final video	150	_____
Final project presentation	25	_____
Class participation/attendance + in-class assignments	50	_____
Exam 1	100	_____
<u>End-of-Semester Exam</u>	<u>100</u>	<u>_____</u>
	1000	

- *Practice video + analysis:* Students will shoot and edit a feature video profile and critique/assess the finished video.
- *Practice social media video + analysis:* Students will shoot and edit a short social media video and critique/assess the finished video.
- *Media analysis/literacy presentation and paper:* Groups will develop a brief presentation describing how agricultural and life sciences are communicated in a documentary. Groups also will submit a paper about the documentary they analyzed.
- *Photo reel + analysis:* Students will shoot digital photos and edit them into a video. Students will also critique/analyze the finished piece.
- *Final project:* Students will create an agricultural/life sciences-related video. Various components of the final project will be due throughout the semester.

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 "rusty" 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 means...
 - Not using "tweet-talk" in your assignments.
 - 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 (300 ppi for printed photos; 72 ppi for Web). 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). This software program is taught only in AEC 4035. The expectations for actual graphic design in other courses will be minimal.
 - Adobe InDesign (print layout)
 - WordPress (Web)
 - Final Cut Pro X or Adobe Premiere (video)

Academic Honesty, Software Use, UF Counseling Services, Services for Students with Disabilities, Online Course Evaluation Process

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 JWRU, 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.bluer.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.

Course schedule

WEEK 1 (1/11)

LECTURE(S): Video Shooting

IN-CLASS: SHOOT VIDEO

READINGS: EXAMPLE FINAL PROJECT PROPOSAL

TEXT: **ANR Communications:** Video and Audio Production
Introduction, Is Video the Right Production for You?; The Video Production Process; Video Equipment; Video Shot Composition; Other Video Considerations

WATCH: Example videos from IFAS Research Discoveries YouTube channel:
https://www.youtube.com/playlist?list=PLzEF_ljQASFvNgYnzhlecJfe_a-fcKV4Z

WATCH: Example videos from Florida Museum of Natural History's YouTube channel:
<https://www.youtube.com/playlist?list=PL31A3A033564F70E4&feature=plcp>

SUBMIT WHAT YOU SHOT THIS WEEK

WEEK 2 (1/18)

LECTURE(S): Audio and Lighting + Interviews

IN-CLASS: SHOOT VIDEO

TEXT: **ANR Communications:** Video and Audio Production
Video Equipment (Microphone, Lighting); Recording Audio

SUBMIT WHAT YOU SHOT THIS WEEK

DISCUSS FINAL PROJECT IDEAS

WEEK 3 (1/25)

LECTURE(S): Social Media Videos

IN-CLASS: SHOOT VIDEO

TEXT: **ANR Communications:** Video and Audio Production
Video Shooting and Editing for the Web; Tips for Shooting Video with a Mobile Device

SUBMIT WHAT YOU SHOT THIS WEEK

DUE (MONDAY, JAN. 30): FINAL PROJECT: Proposal

WEEK 4 (2/1)

LECTURE(S): Video Editing 1

LECTURE(S): Adobe Premiere Tutorial videos

IN-CLASS: ADOBE PREMIERE

TEXT: **ANR Communications:** Video and Audio Production
Video Editing; Video Editing Concepts

WATCH: Clips from *Jurassic Park* (<https://mediasite.video.ufl.edu/Mediasite/Play/e37c0bc6572348a28f6c3d237b1ab4ba1d>) and *Spider-Man* (<https://mediasite.video.ufl.edu/Mediasite/Play/36da5db44768496cb6e93a3ca5c21c451d>)

SUBMIT WHAT YOU EDITED THIS WEEK

WEEK 5 (2/8)

LECTURE(S): Video Editing 2
LECTURE(S): Adobe Premiere Tutorial videos
IN-CLASS: ADOBE PREMIERE

LECTURE(S): (1) Message Development, (2) Instructional Design and the Production Process, (3) Selecting Technology and Instructional Materials
IN-CLASS: CLASS DISCUSSION
TEXT: *ANR Communications*: Introduction to Agricultural Communications
Entire Chapter
Effective Communication, Audience Analysis and Message Development
Entire Chapter

SUBMIT WHAT YOU EDITED THIS WEEK

WEEK 6 (2/15)

LECTURE(S): Video Editing 3
LECTURE(S): Adobe Premiere Tutorial videos
IN-CLASS: ADOBE PREMIERE

LECTURE(S): (1) Storytelling, Scripting, (2) Storyboarding
TEXT: *ANR Communications*: Video and Audio Production:
Scriptwriting
News Media Writing and Opinion Writing
News Writing for Television & Radio Stories
READINGS: Downloadable two-column script
Example scripts

SUBMIT WHAT YOU EDITED THIS WEEK

DUE (FRI., FEB. 17): FINAL PROJECT: Location Scout + Interview Questions (or Outline of Demo)

WEEK 7 (2/22)

LECTURE(S): (1) Media Literacy, (2) Message Sensation
LECTURE(S): Adobe Premiere Tutorial videos
IN-CLASS: CLASS DISCUSSION
WATCH: *Jaws* w/ no music (<https://www.youtube.com/watch?v=-fnq1s-babs>)
WATCH: *Food Lion* (<https://mediasite.video.ufl.edu/Mediasite/Play/95fcd54b04484fe6a9498ed5e80d33171d>)
WATCH: *Tamper with Nature* (<https://mediasite.video.ufl.edu/Mediasite/Play/b1275594e7ac478892e0a0933b46fa2b1d>)
READINGS: Is Perception Reality? Improving Agricultural Messages by Discovering How Consumers Perceive Messages
The Power of Words: Exploring Consumers' Perceptions of Words Commonly Associated with Agriculture

DUE (FRI., FEB. 24): PRACTICE VIDEO PROFILE + ANALYSIS

WEEK 8 (3/1)

- LECTURE(S): Persuasion, story, advertising, and documentaries
IN-CLASS: CLASS DISCUSSION
TEXT: **ANR Communications:** Persuasion & Persuasive Informational & Educational Campaigns Entire Chapter
Communications Campaign Development
Entire Chapter
- WATCH: From 39:27 to 46:03 of the 2004 PBS Frontline episode titled **The Persuaders** (<http://www.pbs.org/wgbh/frontline/film/showspersuaders/>).
- WATCH: **Chipotle "Scarecrow"** (<https://www.youtube.com/watch?v=IUtnas5ScSE>)
- WATCH: **God Made a Farmer** (<https://www.youtube.com/watch?v=AMpZ0TGjbWE>)
- WATCH: **RAM Truck response** (<http://www.youtube.com/watch?v=0HHZw9bsVrE>)
- WATCH: Documentary **GMO OMG** (<https://mediasite.video.ufl.edu/Mediasite/Play/84447bea00014e04b0c6b28c4670c6c41d>)
- READINGS: Postsecondary Students' Reactions to Agricultural Documentaries: A Qualitative Analysis
Consumer Perceptions of the U.S. Agriculture Industry Before and After Watching the Film Food, Inc.
Changing Appetites & Changing Minds: Measuring the Impact of Food, Inc.

EXAM 1: COVERS WEEKS 1-7 (Available 3/1, 5 p.m. to 3/3, 11:59 p.m.)

WEEK 9 (3/8)

- LECTURE(S): (1) Photography, (2) Photo Composition
LECTURE(S): Adobe Photoshop Tutorial Videos
IN-CLASS: ADOBE PHOTOSHOP
TEXT: **ANR Communications:** Digital Photography and Photographic Editing
Introduction; How Photography Works; Photo Composition; Types of Cameras and
Camera Equipment

SUBMIT WHAT YOU SHOT THIS WEEK

DUE TODAY (MARCH 8): PRACTICE SOCIAL MEDIA VIDEO + ANALYSIS

DUE (FRI., MARCH 10): FINAL PROJECT: B-roll, interview, critique

WEEK 10 (3/15)

SPRING BREAK

WEEK 11 (3/22)

- LECTURE(S): Photo Editing
LECTURE(S): Adobe Photoshop Tutorial Videos
IN-CLASS: ADOBE PHOTOSHOP
TEXT: **ANR Communications:** Digital Photography and Photographic Editing
Selecting a File Format; Photo Editing; Saving Your Edited Photo; Permissions,
Copyright, and Ethics; Careers in Photography

SUBMIT WHAT YOU EDITED THIS WEEK

WEEK 12 (3/29)

LECTURE(S): Visual communication

IN-CLASS: CLASS DISCUSSION

TEXT: *ANR Communications: Visual Communication*
Entire Chapter

READINGS: [Does PowerPoint Make Us Stupid?](#)
[Is PowerPoint Making Us Stupid?](#)
[Why Your Students Forgot Everything on Your PowerPoint Slides](#)

DUE (FRI., MARCH 31): PHOTO REEL VIDEO + ANALYSIS

WEEK 13 (4/5)

DUE (TUESDAY, APRIL 4, BY 5 p.m.): MEDIA ANALYSIS/LITERACY PAPER

DUE TODAY (APRIL 5): MEDIA ANALYSIS/LITERACY PRESENTATION

WEEK 14 (4/12)

LECTURE(S): (1) New Media and Marshall McLuhan, (2) Social Media Best Management Practices, (3) How Companies Use Social Media, (4) Online Presence

IN-CLASS: CLASS DISCUSSION

TEXT: *ANR Communications: Social Media*
Entire Chapter
Future of Agricultural and Natural Resources Communications
Entire Chapter

WATCH: *Eagle Eye*
(<https://mediasite.video.ufl.edu/Mediasite/Play/7c7ff6a393aa4ed6a5de2d4c3ebd68511d>)

READINGS: [How to Clean Up Your Presence and Make a Great First Impression](#)
[Reasons to Care About Your Online Presence, and 3 to Forget About It](#)
[“The Flash” Star Fired Over Racist Tweets](#)
[Playing Peekaboo? Florida's Sunshine Laws....](#)
[Florida Bill Would Require Schools to Teach Benefits, Risks of Social Media](#)
[TikTok Got Me Fired](#)

DUE (FRI., APRIL 14): FINAL PROJECT: Video draft

WEEK 15 (4/19)

END-OF-SEMESTER EXAM (covers entire semester)

REVISE DRAFTS

WEEK 16 (4/26)

DUE (MONDAY, APRIL 24): FINAL PROJECT: Video final

DUE TODAY (APRIL 26): FINAL PROJECT: Presentations