Digital Media Production in Agriculture & Life Sciences AEC3070C
Spring 2025- 3 Hrs.

Instructor
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Instructional Assistant Professor
Email: 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 to schedule a time to meet with Dr. Tarpley.

Teaching Assistant
Kyleigh Hilburn
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310 Rolfs Hall

Class Times
Tuesday
1:55 – 4:45 p.m.

Location
107 Bryant Space Science
Center

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.

Course Design
This is a synchronous course and meets in person.

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:

To succeed in this course, you must have access to the following technology:

- Desktop Computer or Laptop
  - o Audio Capabilities
  - o Webcam and Microphone for synchronous sessions
- Microsoft Word - Microsoft 365 basics video training
- Adobe Reader - Acrobat tutorials
- Zoom - Zoom Privacy Policy
- Internet Connection with access to Canvas
  - o 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 is provided if you have additional questions.
  - o View Canvas Privacy Policy
- **Web Browser - Chrome** is the preferred browser for Canvas. If you do not have Chrome, you can download it.
- University of Florida Email
  - o Students are expected to check their my.ufl emails daily. View the Student Computing Requirements page for information on technology requirements and expectations.

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:

- o Proficiency in utilizing Canvas and navigating the internet effectively.
- o Competence in using email for communication purposes, including sending and receiving messages and managing attachments.

- o Familiarity with commonly used word processing applications (such as Microsoft Word or Google Docs), including the ability to create, edit, and format documents.
- o Basic computer skills, including understanding fundamental operations like file management, using menus and toolbars, and navigating between different applications.
- o Ability to perform online research using a variety of search engines and library databases.

Instructor Response & Feedback

Communication - The instructor and graders are committed to responding to your Canvas and email messages **within 24 hours** when feasible during the work week, Monday through Friday, except holidays. The major assignments will be graded, with *meaningful* feedback provided, **within one week of their submission**.

Assignments

Assignment Points

Assignment	Points
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

Assignments

Late Assignment Submission 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 Descriptions

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 – 69.9	
B- = 80 – 82.9	D = 63 – 65.99	
	D- = 60 – 62.99	

Further information about UF grading policies can be found here:
https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Course Schedule:

Date	Topic	Due
Tuesday, January 14, 2025	Introduction	Class Intro Discussion Board

Tuesday, January 21, 2025	How the Camera Works + Exposure	
Tuesday, January 28, 2025	Depth of Field	Topic Exploration/Selection
Tuesday, February 4, 2025	Composition	
Tuesday, February 11, 2025	Smart Phone Photography	
Tuesday, February 18, 2025	Types of Shots + Angles	Pre-Production Photography
Tuesday, February 25, 2025	Lighting	
Tuesday, March 4, 2025	B-Roll + How to Interview	
Tuesday, March 11, 2025	Interview Set Ups	
Tuesday, March 18, 2025	Spring Break	
Tuesday, March 25, 2025	Audio + Editing	Interviews & B-Roll Critique
Tuesday, April 1, 2025	Editing	Draft: Video Project
Tuesday, April 8, 2025	Story Structure	
Tuesday, April 15, 2025	Distribution	Social Media Posts
Tuesday, April 22, 2025	Watch Party	Final: Video Project
TBD		

Academic Code of Conduct

UF's Academic Honesty Statement:
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 dishonesty to the instructor, department chair, college dean or Student Honor Court. **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: UF Student Code of Conduct Webpage.

Plagiarism:

Academic integrity is a fundamental value in our educational community and is essential for maintaining a fair and honest learning environment. As students, you are expected to adhere to the highest standards of honesty and ethical behavior in all academic activities. To ensure that you maintain academic integrity throughout the course, please ensure all sources and text are properly referenced. Familiarize yourself with the appropriate citation style for the course (e.g., APA, MLA, Chicago) and consistently apply it to all written work. Properly citing sources not only demonstrates respect for others' intellectual contributions but is also crucial in avoiding plagiarism. Plagiarism encompasses using verbatim phrases without permission or proper attribution, quoting excessively from sources, and surpassing the 10% limit for direct quotes in an assignment. It extends to appropriating unique expressions, like short phrases or simple monikers.

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.

Attendance Policies

Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at: UF Attendance Policies..

Institutional Policies

Recording Statement

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 guest 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. UF IN-CLASS RECORDING

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. UF ACCEPTABLE USE POLICY

Course Evaluations

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. 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/

Student Services

Health & Wellness

- U Matter, We Care
  - If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
- Counseling and Wellness Center
  - Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
  - 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.
- Student Health Care Center
  - Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.
- University Police Department
  - Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
- GatorWell Health Promotion Services
  - For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Academic Resources

- E-learning technical support
- Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- Career Connections Center
  - Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- Library Support
  - Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center
  - Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.
- Writing Studio

- o 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- Student Complaints On-Campus
  - o Visit the [Student Honor Code and Student Conduct Code webpage](#) for more information.
- On-Line Students Complaints
  - o View the [Distance Learning Student Complaint Process.](#)

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, [UF Disability Resource Center.](#)