IMPORTANT COURSE INFORMATION

GRADES
Unless otherwise noted, every component will be evaluated on 100 points. Your final grade for the course will be calculated on the previous percentages, which will then lead to your final letter grade as based on the following scale:

Grading Scale:
A = 93 – 100% B- = 80 – 82.99% D+ = 66 – 69.99%
A- = 90 – 92.99% C+ = 76 – 79.99% D = 63 – 65.99%
B+ = 86 – 89.99% C = 73 – 75.99% D- = 60 – 62.99%
B = 83 – 85.99% C- = 70 – 72.99% E = below 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. Late assignments will receive a grade of zero if there is not proper documentation. An assignment is considered late if it is turned in more than 30 minutes past the posted due date and time.

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.”
AEC 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, as discussed in AEC 4031.

- 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 AEC4035. The expectations for actual graphic design in other courses will be minimal.
  - Adobe InDesign (print layout)
  - WordPress (Web)
  - Final Cut Express or ProX (video)

Student Expectations
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/honorcodes/honorcode.php.

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.
• University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, www.counseling.ufl.edu/cwc
  o Counseling Services
  o Groups and Workshops
  o Outreach and Consultation
  o Self-Help Library
  o Training Programs
  o Community Provider Database

• U Matter We Care, www.umatter.ufl.edu
• Career Resource Center, First Floor JWRU, 392-1601, www.crc.ufl.edu

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

Other Issues:
Please see the University of Florida Student Guide http://www.dso.ufl.edu/studentguide) for specific questions concerning your college experience.
**AEC 4036: Advanced Videography**

Instructor: Kati Lawson  
Meeting Times: Wednesdays 10 a.m.-1 p.m. (Summer A)

This course will be fast-paced and action-packed due to our short timeline and the scope of work required. Prepare to spend time editing your videos outside of class either in your location of choice or in the PC Mac Lab (hours: M-F 8:30 a.m. to 4:00 p.m.).

The goal of this course is to teach you skills that will improve your video editing and filming skills to the point you feel comfortable creating your own content as a hired employee or as a freelancer.

**Class Schedule At-A-Glance**

<table>
<thead>
<tr>
<th>Week 1: Dive In</th>
<th>Week 2: Video Immersion</th>
<th>Week 3: Getting Emotional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Areas of Focus: TBD</td>
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</tr>
<tr>
<td>Gig: Create a photo and B-Roll bank to use for future videos</td>
<td>Gig: Create a Video Intro and Teaching Video for Lawson’s 4031 course</td>
<td>Gig: Create 2 Promo Minute Video for a local business</td>
</tr>
<tr>
<td>Video DUE by MIDNIGHT 5/21</td>
<td>Video DUE by MIDNIGHT 5/28</td>
<td>Video DUE by MIDNIGHT 5/4</td>
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<tr>
<th>Week 4: See the Big Picture</th>
<th>Week 5: Zoom Out/ Zoom In</th>
<th>Week 6: Create Your Own Challenges</th>
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</thead>
<tbody>
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<td>Areas of Focus: TBD</td>
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</tr>
<tr>
<td>Gig: Tell a dramatic story through video</td>
<td>Gig: M&amp;B Info Video</td>
<td>Gig: Show your growth through video</td>
</tr>
<tr>
<td>Video DUE by MIDNIGHT 6/4</td>
<td>Video DUE by MIDNIGHT 6/11</td>
<td>Final Video DUE by MIDNIGHT 6/18</td>
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