

Cover Sheet: Request 11157

AEC4035 Advanced Agricultural Communication Writing

Info

Process	Course Modify Ugrad/Pro
Status	Pending
Submitter	Lundy,Lisa Katherine lisalundy@ufl.edu
Created	9/29/2016 8:55:28 AM
Updated	4/21/2017 2:08:11 PM
Description of request	Request to change course title and description to AEC4035: Communication Practices for Agricultural and Life Sciences This course provides students the opportunity to master a variety of writing styles and graphic design practices used in corporate and media settings.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CALS - Agricultural Education and Communication 514926000	Myers, Brian E		3/26/2017
No document changes					
College	Approved	CALS - College of Agricultural and Life Sciences	Brendemuhl, Joel H	Edits requested by the CALS CC have been made.	4/21/2017
Replaced Ruth_AEC4035_Fall2016.pdf					4/21/2017
Added AEC4035_Fall2017_revised.pdf					4/21/2017
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			4/21/2017
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|Modify for request 11157

Info

Request: AEC4035 Advanced Agricultural Communication Writing

Description of request: Request to change course title and description to AEC4035: Communication Practices for Agricultural and Life Sciences

This course provides students the opportunity to master a variety of writing styles and graphic design practices used in corporate and media settings.

Submitter: Lundy,Lisa Katherine lisalundy@ufl.edu

Created: 11/1/2016 1:50:59 PM

Form version: 2

Responses

Current PrefixAEC

Course Level4

Number 035

Lab Code None

Course Title Advanced Agricultural Communication Writing

Effective Term Earliest Available

Effective Year 2017

Requested Action Other (selecting this option opens additional form fields below)

Change Course Prefix?No

Change Course Level?No

Change Course Number?No

Change Lab Code?No

Change Course Title?Yes

Current Course TitleAdvanced Agricultural Communication Writing

Proposed Course TitleCommunication Practices for Agricultural and Life Sciences

Change Transcript Title?Yes

Current Transcript TitleADV AG COMMUNICA WRIT

Proposed Transcript Title (21 char. max)COM PRAC AGR/LIFE SCI

Change Credit Hours?No

Change Variable Credit?No

Change S/U Only?No

Change Contact Type?No

Change Rotating Topic Designation?No

Change Repeatable Credit?No

Change Course Description?Yes

Current Course DescriptionThis course provides students the opportunity to master a variety of writing styles used in corporate and mass media settings. Emphasis will be placed on mastery of writing skills.

Proposed Course Description (50 words max)This course provides students the opportunity to master a variety of writing styles and graphic design practices used in corporate and media settings.

Change Prerequisites?No

Change Co-requisites?No

RationaleThis course focuses about 1/2 of the semester on graphic design and the other 1/2 on writing for agricultural and life sciences. The current course description doesn't accurately reflect this division of the course content.

Instructor

Ms. Taylor Ruth Office Hours:
310 Rolfs Hall Tue: 10:30 am - 12:30 pm
352-273-2614 Or by appointment
t.ruth@ufl.edu

Graduate Teaching Assistant

Mrs. Tiffany Rogers-Randolph Office Hours:
411 Rolfs Hall Tue: 10:30 am - 11:30 am
352-273-3425 Wed: 9:30 am - 10:30 am
roger187@ufl.edu Or by appointment

*Students should contact the instructor and TA through their **ufl email account and not through Canvas.**

Course Time and Location

Tuesday: 8:30 am - 10:25 am
Thursday: 8:30 am - 9:20 am
Bryant Hall -Room 107

Course Description & Objectives

This course is designed to expose students to a variety of writing and desktop layout and design assignments that mimic the “real world” of agricultural communication. The goal is to broaden students’ experience and move them as close as possible to the professional level by stretching them to learn more and apply themselves. This course will build on skills and knowledge gained in AEC 4031 and AEC 3070.

Student Learning Objectives:

- Write effectively in business, promotional, and informational contexts
 - Effectively edit written material
 - Communicate information tailored to the needs and expectations of target audiences
 - Layout and design print and digital materials based on the principles of design
 - Use industry standard software to create print and digital materials
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Course Materials

Required Textbook:

White Space is Not Your Enemy; ISBN-13: 978-0240824147; Author: Rebecca Hagen & Kim Golmbisky

Suggested Textbook:

Associated Press Stylebook 2015 and Briefing on Media Law. Associated Press.

Additional Materials:

All students should have a **flash drive that can hold at least 4 GB.**

Canvas Account:

All students will be automatically enrolled for Canvas on e-Learning for this course once they have paid registration. Assignments, resources, grades, and other materials will be posted on the course page throughout the semester. Students are expected to check Canvas frequently and are responsible for monitoring their grades on the system.

Remind 101:

This course uses Remind 101 for notifications for upcoming assignments, materials needed, and any other class reminders. All students are required to register for the semester. Send a text to **81010** and enter the code **@4035spr17** in the body of the text.

Course Expectations

As the instructor, I am committed to helping you improve your writing and design skills. To that end, you can expect constructive feedback on your assignments and an opportunity to apply that feedback on future assignments.

I expect punctual attendance, collegial class participation, on-time submission of assignments, and honest effort. Class starts at 8:30 am, be in your seat ready for lecture or you will not receive credit for that day.

Electronic Devices:

This class allows you to use access to an iMac during lectures. If you are not using the iMac for academic purposes, you may be asked to leave. The same rule applies to use of phones and tablets.

Mac Lab Equipment

- You will be assigned a particular iMac for the semester.
 - Food and drink are not permitted in the computer lab. The only exception are water bottles with a secure cap.
 - The rules of the lab (posted in the lab and reviewed on the first day of the course) should be followed at all times.
-

Class Format

This class uses a combination of class lecturing and in-class activities. It is important to attend each class as the information received will provide guidance on out-of-class assignments, particularly with skills in InDesign.

Readings:

Readings are identified on the syllabus that correlate with the current topics for the week. **There will be random reading quizzes throughout the semester to count toward your participation score.**

Participation:

During the course of this class, there will be several in-class activities, including journal entries, peer reviews, and reading quizzes. The purpose of these in-class assignments is to allow you to reflect on class concepts, explore relevant resources, and practice expressing your thoughts through writing. These activities cannot be made up without a documented university excused absence.

If an in-class assignment is completed at the beginning of class and you are late, you will receive 50% credit if you made it in time to complete the assignment. If you do not make it in time to complete the assignment you will receive 0%. Some of the in-class assignments will be group activities. You are expected to split the work equally among group members. If the instructor becomes aware of unequal workloads within group activities, the instructor reserves the right to assign the earned grades to group members based on contributions.

Syllabus Disclaimer

Serious effort and consideration were used in formulating the syllabi. While viewed as an educational contract between the instructor and student, unforeseen events may cause changes to the scheduling of assignments, lectures, etc. I reserve the right to make any changes deemed necessary to best fulfill the course objectives. You will be made aware of any changes in a timely fashion using reasonable means.

Submission of Assignments

All assignments will be submitted electronically through Canvas and on a flash drive to the instructor. Assignments will be graded and commented on by your instructor through Canvas. Directions for proper submission should be followed for each assignment.

When submitting assignments on Canvas, ensure you do the following:

- **Your assignment is submitted on the due date by 8:30 a.m. unless otherwise stated.**
- **A PDF of your assignment and word document of reflection** should be uploaded to Canvas.
- **A flash drive with the InDesign file** and all links will be turned in at the beginning of class.
- If you have technical issues submitting your assignment through Canvas, then you are to immediately e-mail your assignment to your instructor before the deadline or it will be considered late (See late policy below).

Late Assignment Policy:

- Technical difficulties will **NOT** be an excuse, so plan to submit before the deadline.
- Assignments are considered late at 8:31 am the morning they are due. From then on, all assignments will be deducted **10% for each day late**. Assignments will not be accepted after **three days** from the day the assignment was due. This applies to all major assignments; it does not apply to in-class activities.

Attendance Policy:

Any University excused absences must be presented to your instructor one week prior to the event. If you miss class due to a medical situation, please provide documentation from the doctor with the specific dates you are to be excused for (you have one week to provide documentation or you will not receive those class points). Please speak with myself or your instructor about any other excuses at least one week prior to missing class. You will have one week upon returning to class to make-up missed in-class assignments.

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.

Plagiarism: Prevention and Follow Through

Submitting work by others, whether in parts or in whole, is plagiarism. All UF parties involved will be reprimanded if evidence of plagiarism surfaces through the guidelines established by the university conduct board. The student may receive a zero on the assignment or in some cases may receive an E in the course.

- All major assignments will be submitted to turnitin.com to compare against other student work across the United States.
- All suspicions of plagiarism will be taken seriously and infractions that have been proven as violations of the honor code will be reported to your college and the university.
- **Be aware of self-plagiarism. This includes re-using any written work or data that you have previously completed.**

Grade Breakdown

A	93% - 100%
A-	90% - 92.9%
B+	86% - 89.9%
B	83% - 85.9%
B-	80% - 82.9%
C+	76% - 79.9%

C	73% - 75.9%
C-	70% - 72.9%
D+	66% - 69.9%
D	63% - 65.9%
D-	60% - 62.9%
E	Below 60%

Grades and Grade Points







For information on current UF policies for assigning grade points, see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Gordon Rule

In order to receive credit for the Gordon Rule Writing Requirement, you must make a C or better. Thus, a C- does NOT meet the Gordon Rule Writing Requirement.

The Writing Requirement (Gordon Rule) ensures students both maintain their fluency in writing, and use writing as a tool to facilitate learning. In addition to requirements listed in the grading rubrics, grammar, punctuation, clarity, coherence, and organization will be assessed by the instructional team for all submissions.

Course Assignments

<i>Assignment</i>	<i>Due Date</i>	<i>Word Count (Min.)</i>	<i>Course %</i>
 Resume	January 24	250	5%
 Photo Essay	February 14	500	10%
 Brochure	March 28	250	15%
 Infographic	April 11	250	15%
 Feature Story	April 24	750	20%
 Online Portfolio	April 24	N/A	10%
In-Class Activities/Quizzes	Various	N/A	25%
Total		2,000	100%

 Indicates assignment should be included in online portfolio

Grade Disputes

All grade **discrepancies are to be addressed with your instructor within one week** of the assignment being posted to Canvas.

In-Class Activities

<i>Activity</i>	<i>Due Date</i>
Quizzes	Various
Peer Review Resume	1/19
Feature Story Writing	1/24
Lightroom	1/31
InDesign Packaging	2/7
Peer Review Photo Essay	2/9
Illustrator	2/16
Magazine Layout	2/21
Peer Review Feature Story (Writing)	3/2
Brochure Design	3/14
StarterChilds Tour	3/21
Peer Review Brochure	3/23
Infographics	3/30
Electronic Publications	4/4
Peer Review Infographic	4/6
Peer Review Feature Story (Writing & Design)	4/18
Presentation Day	4/18

Course Schedule

Week	Date	Tuesday (Double Period)	Thursday (Single Period)	Reading
1	Jan 5	-	Syllabus & Introduction	
2	Jan 10	Review of Writing	Introduction to Design	Ch 1 & Ch 5
3	Jan 17	InDesign Basics	<i>Peer Review Resume*</i>	-
4	Jan 24	<i>Due: Resume (1/24)</i> Feature Story Writing*	Photography	Ch 9 & Handout
5	Jan 31	Lightroom*	Layout Design	Ch 3
6	Feb 7	InDesign Packaging*	<i>Peer Review Photo Essay*</i>	Handout
7	Feb 14	<i>Due: Photo Essay (2/14)</i> Color & Typography	Illustrator*	Ch 7-8
8	Feb 21	Magazine Layout*	Design Sins	Ch 6 & Ch 4
9	Feb 28	Design Bias	<i>Peer Review Feature Story (Writing)*</i>	-
10	Mar 7	<i>Spring</i>	<i>Break</i>	
11	Mar 14	Brochure Design*	Printing	Ch 14
12	Mar 21	StorterChilds Tour*	<i>Peer Review Brochure*</i>	-
13	Mar 28	<i>Due: Brochure (3/28)</i> Infographics	Infographics*	Ch 10
14	Apr 4	Electronic Publications*	<i>Peer Review Infographic*</i>	Handout
15	Apr 11	<i>Due: Infographic (4/11)</i> Workday	Online Portfolios	Ch 13
16	Apr 18	<i>Peer Review Feature Story (Design & Writing)*</i> Presentation Day*	No Class	-
17	Apr 24	<i>Due: Feature Story (4/24)</i> <i>Due: Online Portfolio</i>		-

* In-Class Activity

The University of Florida has an agreement with 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 Lynda.com tutorials: <http://www.it.ufl.edu/training/>. Click on the Lynda.com yellow box on the right side of the screen.

Deadlines

Deadlines will be given for all work; these deadlines will not be extended. Meeting deadlines is essential to be successful in this course and in our field. Your work must be completed and handed in by the specified date and time. Incomplete work turned in by the deadline will receive partial credit. If you miss a deadline without having a valid excuse, you will receive zero points on the late work.

Absences: 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>

Should you be unable to attend class, please contact me prior to the class session you will be absent from.

E-Learning: All students are expected to check E-Learning (<http://lss.at.ufl.edu>) on a regular basis. Please ensure that you have access to this service. Additional handouts, readings and supplemental material will be housed on E-Learning. This includes your grades.

Academic Integrity: UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students 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."

The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

(Source: 2017-2018 Undergraduate Catalog)

This policy will be vigorously upheld at all times in this course.

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. Both the Health and Wellness and Academic Resources can be found below:

Health and Wellness

- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.

- Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
- Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161. University Police Department, 392-1111 (or 9-1-1 for emergencies).
<http://www.police.ufl.edu/>

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 Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <http://www.crc.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 Campus:
https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaintprocess>

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.

Late Assignments: Barring an unforeseen emergency, all work is due in class or via email to me by 11:59 PM on the assigned date. Should you fail to turn your work into me without contacting me, you will receive a grade of 0.

Course Add/Drop: Courses may be dropped or added during the Drop/Add period without penalty. The Drop/Add period is the first five days of classes during fall or spring semester, and the first two days of classes for summer terms. The specific dates are listed in each term's [academic calendar](#).

After Drop/Add, students may withdraw from a course up to the date established in the university calendar. A grade of W will appear on the transcript, and students will be held liable for course fees. All drops after Drop/Add must be submitted to the Office of the University Registrar by the deadline.

Online Course Evaluation System: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

****Final Thought****

I want you to be successful in this class, and I will do my best to help you succeed. I am happy to help you address any challenges you face this semester; please come visit me during office hours to discuss any concerns or challenges.