AGED 4143
Electronic Communications in Agriculture

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Catalog Description
AGED 4143 An overview of communication technology in the agricultural, food, and life sciences.

Course Goal and Objectives
The goal of this course is for students to develop a practical understanding of electronic communications (with an emphasis on internet communications) in the agricultural, food and life sciences industry. The objectives of this course are to provide the student with:

- An understanding of how the internet and the World Wide Web work;
- An understanding of the role of the World Wide Web in agricultural communications;
- An understanding of visual design principles as they apply to Web page construction and maintenance;
- An understanding of the technical aspects of developing a Web site;
- An understanding of basic HTML code, Web-design software, and other computer programs and plug-ins used in Web site construction and maintenance;
- Appreciation for the importance of language skills in communicating agriculture-related information effectively on the World Wide Web;
- Practical experience in researching technical issues and reporting on them in written form as well as in the form of a multimedia presentation;
- Practical experience in planning, designing and maintaining Web sites;
- Practical experience in working collaboratively to provide a service and develop a product for a client.

Required Textbook
Williams, R. and Tollett, J. (2006). The non-designer's web book (3rd Ed.). Berkley, CA: Peachpit Press.

Other Required Materials
One 128 MB or larger USB memory stick is required. This disk should be used only for this course and should be brought to each class session. Also, you must know your uark.edu WebMail login name and password by the beginning of the second day of class. Most course work will require access to Agri Annex 210. Please refer to the lab calendar for hours of operation, available at http://aghelab.uark.edu/

Grading
All assignments (including in-class exercises and quizzes) must be completed by their due date unless previous arrangements are made with the instructor. Late work will not be accepted. Please note that all major assignments will be graded for grammar, spelling and usage as well as content and design. Also please note that attendance is required and is linked to the grading system in the form of unannounced quizzes and in-class exercises. Grading is based on three major projects, two examinations, homework and unannounced quizzes, and class participation (in discussions and question/answer sessions). The point system is listed below:

Laboratory Assignments/Homework/Quizzes	200
Ag Web Site Review	50
Technical Topic Web Site	200
Technical Topic Peer Review	50
Exam 1	100
Exam 2	100
Major Project Web Site for Client	350
Total	**1000 points**

Grading scale:
930-1000 points = A
900-929 points = A-
880-899 points = B+
830-879 points = B
800-829 points = B-
780-799 points = C+
730-779 points = C
700-729 points = C-
680-699 points = D+
630-679 points = D
600-629 points = D-
< 600 points = F

Grading for Graduate Credit
Graduate students will be expected to complete three extra assignments. First, each graduate student will be responsible for conducing a one-hour seminar/workshop on an advanced Web design topic of his/her choice (subject to the instructor's approval). Secondly, graduate students must choose two books (commonly reference books or textbooks) and write book reviews on them suitable for submission to an academic journal (e.g., the Journal of Applied Communications).

Attendance Policy
Students are encouraged to attend every class period. Unannounced quizzes will be administered frequently. Assignments and quizzes missed because of absences may not be made up. Students should e-mail the instructor in advance regarding excused absences so arrangements can be made to make up the missed work. Students are responsible for obtaining missed lecture notes and other information, such as announcements and assignment due dates, from their colleagues in the course.

Academic Honesty
Your work on individual assignments must be your own, but collaborative learning with peers is encouraged in the lab. First-time offenders will receive a zero for the assignment/exam on which they cheated. Second-time offenders will fail the course.

Special Accommodations
All services, programs, and activities at the University are accessible to students with disabilities. If you have a disability that interferes in any way with your potential for success in this course, please inform me with the proper documentation from the office of disabled student services during the first week of class, so any special arrangements can be made.

Syllabus Changes
It should be noted that this syllabus may be changed during the semester at the discretion of the instructor. Students will be notified in class or by e-mail of any changes.

Inclement Weather Policy
Class will be canceled in the event of inclement weather if the university is officially closed as announced on the radio of the morning of the class. We will attempt to make up the lost time on another day.

COURSE SCHEDULE

Aug. 21 Introduction to course **Read Chapters 1 and 2**

Lab assignment: Simple Web page in HTML

Aug. 23 Overview of Electronic Communications in Agriculture (Lecture **Read Chapters 3, 4 and 15, and review in-class readings from howstuffworks.com**

Homework: Review of Agricultural Web Site (Due Aug. 30)

Aug. 28 How the Web Works / File Management / FTP **Read Chapters 2 and 16**

Lab assignment: Create a folder within your public_html folder on comp.uark.edu, and ftp a file to it.

Aug. 30 Searching, Search Engines, and Marketing a Web Site

Lab assignment: Search engine exercise

Sept. 4 Introduction to HTML and Dreamweaver **Read Chapters 5 & 6**

Project assignment: Research and Web Design related to Technical Topic (See list of topics; Web Site Due Date Sept. 27)

Sept. 6 Basic Design with HTML and DreamWeaver **Read Chapters 7 and 8**

Sept. 11 Basic Design with DreamWeaver **Read Chapter 9**

Sept. 13 Color/ Dreamweaver, cont'd **Read Chapters 10 and 11**

Sept. 18 DreamWeaver, cont'd. / Internet graphics / Photoshop / Scanning **Read Chapter 12**

Sept. 20 Lab work on initial Web site **Read Chapter 13**

Sept. 25 Lab work on initial Web site **Read Chapters 14 and 15**

Sept. 27 Lab work on initial Web site **(Initial Web site due at 5:00 p.m.)**

Oct. 2 Review for Exam 1 / Discuss potential clients for final project

Homework: Client waiver memo (Due Oct. 18)

Oct. 4 **Exam 1: Web Design Basics**

Oct. 9 Introduction to Fireworks

Oct. 11 Fireworks, cont'd.

Oct. 16 Fireworks, cont'd

Project assignment: Web site for agriculture-related client (Due Dec. 4)

Oct. 18 Mini-lecture/Lab work on client Web site **(Signed client memo due; Graduate seminars begin, dates TBA)**

Oct. 23	Mini-lecture/Lab work on client Web site
Oct. 25	Mini-lecture/Lab work on client Web site
Oct. 30	Lab work on client Web site
Nov. 1	Lab work on client Web site
Nov. 6	Lab work on client Web site
Nov. 8	Lab work on client Web site
Nov. 13	Lab work on client Web site
Nov. 15	Review for Exam 2
Nov. 20	**Exam 2: Fireworks and DreamWeaver**
Nov. 22	**THANKSGIVNG BREAK**
Nov. 27	Lab work on client Web site
Nov. 29	Troubleshooting and review of FTP / Course evaluations
Dec. 4	Lab work on client Web site **(Client Web site due at 5:00 p.m.)**
Dec. 10	**(Monday) FINAL EXAM, 10 a.m. - noon**