Texas A&M University  
Department of Agricultural Education  
AGJR 405: Agricultural Publications Production  
Spring 2005, T, 9:35-10:50 a.m., Engineering/Physics 212  
R, 9:35-10:50 a.m., Computer classroom: SCC 114

**Instructor**  
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Office Hours: M 2-3  
W 10-11  
T/R 1-2  
F 10:30-11:30

**Editors:**  
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Jessica DuBois  
Natalie Jenkins  
Editor  
Assistant Editor  
Graphics Editor  
mknight@tamu.edu  
jessd@tamu.edu  
langel9@tamu.edu  
574-5989 (cell)

**Required Texts**  
AgriLeader Styleguide (2004).  
Students must also have CD-R/CD-RWs for saving and submitting all work. **The SCC no longer offers Zip drives on the computers!**

**Purpose**  
To improve students’ abilities to produce a magazine through classroom study mirroring a true-business operation, and provide an opportunity for students to have their writings, advertisements, photographs, and artwork published in the *The Agrileader.*

**Course Outcomes**  
Students will be able to:  
1. Explore current research and literature of agricultural publication design through selected readings.  
2. Comprehend publication design principles and current practices used in the print communication industries.  
3. Learn production-related skills in copy fitting, photo sizing and scaling.  
4. Explore Web-based communication principles, design theories and technical considerations useful in producing premier interactive agricultural publications.  
5. Create, produce, publish and publicize *The AgriLeader* in print and electronic formats.

**Professionalism Statement:** Educators and learners are professionals guided by specific values and engage in particular behaviors. These values and behaviors include respect, cooperation, active participation, intellectual inquiry, punctuality and regular attendance. In addition to what you know and can do, you will be evaluated on your growth as a professional. Professional characteristics on which you will be judged include punctuality, attendance, collegial attitude, and participation. Because this course relies extensively on discussion and other class interactions, attendance is crucial to your success. If you are ill or an emergency occurs, contact your instructor PRIOR TO the scheduled class time; otherwise, your attendance and participation are firm expectations.  
**CELL PHONES MUST BE TURNED OFF PRIOR TO CLASS PERIOD BEGINNING! USE OF IM OR E-MAIL WHILE IN LAB WILL RESULT IN DISMISSAL FROM THAT CLASS PERIOD.**
Academic Misconduct
Aggie Code: "An Aggie does not lie, cheat or steal, or tolerate those who do." Please refer to the Honor Council Rules and Procedures on the web http://www.tamu.edu/aggiehonor

ADA Policy: The University directs that the following Americans with Disabilities Act (ADA) Policy statement be included, without modification, on all syllabuses.
The Americans with Disabilities ACT (ADA) is a federal antidiscrimination statute that provides comprehensive civil rights protection for persons with disabilities be guaranteed a learning environment that provides for reasonable accommodation, please contact the Department of Student Life, Services for Students with Disabilities in Room 126 of the Koldus Building, or call 845-1637.

Projects
All projects will be completed individually for a course grade; the editors will make the final decisions regarding The AgriLeader and AgriLeader Ezine.

1. Writing: Each student must complete two writing projects. The editors will edit, clarify, and enhance selected stories to be included in the published copy of The AgriLeader magazine and Web-based AgriLeader Ezine.
2. Advertising: Each student will identify five prospects for advertising sales, contact all five prospects and sell advertisements for The AgriLeader magazine.
3. Graphics: Each student must complete graphics to support their writing project. Students may select between traditional or digital photography, video clip, or computer-generated graphics. The graphics editor will edit, clarify and enhance selected images to be included in the published copy of The AgriLeader magazine and Web-based AgriLeader Ezine.
4. Layout: Each student must complete a layout for print publication, which may be used to publish selected stories and images in The AgriLeader. The editorial team will edit, clarify and enhance selected layouts to be included in the published copy of The AgriLeader magazine and Web-based AgriLeader Ezine.

Because the AgriLeader is a student publication, the editors will determine which stories will be featured in hard copy and which will be published in Web format. When The AgriLeader stories are completed, instructors will grade and submit them to The AgriLeader editors for additional editing to fit the specific needs of the publication.

Students’ grades will be dependent upon the story copy submitted for a grade at the listed deadline and not the final published story. However, it is in the students’ best interest to produce a professional quality article that can be included in a portfolio.

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Deadlines are the rule in journalism; late projects are unacceptable. Finishing a project that is not quite perfect on deadline is better than a perfect story that misses a deadline. Publishers can only make money when stories are written by the deadline. Therefore, your job as a writer will be contingent upon your ability to meet deadlines consistently.

All assignments are due at the beginning of class on deadline days. Late assignments (turned in after class or the next day) will receive a 25% reduction in point total, and an additional 25% reduction for each 24-hour period the assignment is late.
### Projected Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture</th>
<th>Lab</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/18 – Review Syllabus, Course Expectations, Assignments</td>
<td>1/20 - Magazine review, Personal Magazine Assignment (ENPH 212)</td>
</tr>
<tr>
<td>2</td>
<td>1/25 – Feature vs. News Writing</td>
<td>1/27 – Work on Feature Story Outlines</td>
</tr>
<tr>
<td>3</td>
<td>2/1 – Interviewing</td>
<td>2/3 – Taking notes, developing quotes</td>
</tr>
<tr>
<td>4</td>
<td>2/8 – Advertising</td>
<td>2/10 – Selling advertisements</td>
</tr>
<tr>
<td>5</td>
<td>2/15 – Writing and rewriting</td>
<td>2/17 – Leads, transitions and endings</td>
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<tr>
<td>6</td>
<td>2/22 - Paraphrasing vs. direct quotes</td>
<td>2/24 –</td>
</tr>
<tr>
<td>7</td>
<td>3/1 – Photography</td>
<td>3/3 – Adobe Photoshop / Photo shoot</td>
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<tr>
<td>8</td>
<td>3/8 - Adobe Photoshop / Photo shoot</td>
<td>3/10 – Photography critique</td>
</tr>
<tr>
<td>9</td>
<td>Spring Break</td>
<td>Spring Break</td>
</tr>
<tr>
<td>10</td>
<td>3/22 – Illustrating a story</td>
<td>3/24 – Non-photo graphics (Illustrator)</td>
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<tr>
<td>12</td>
<td>4/5 - Headlines, cutlines, bylines, credits</td>
<td>4/7 – Adobe InDesign</td>
</tr>
<tr>
<td>13</td>
<td>4/12</td>
<td>4/14 Editing Layouts</td>
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<tr>
<td>14</td>
<td>4/19</td>
<td>4/21 – Work day in SCC</td>
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<tr>
<td></td>
<td>4/26</td>
<td>4/28 – Work Day in SCC</td>
</tr>
<tr>
<td>May 6</td>
<td>Final Exam Period – 12:30 to 2:30 p.m.</td>
<td><strong>Final Layout Due</strong></td>
</tr>
</tbody>
</table>

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1 Topics or dates may change due to availability of resources
### Student Evaluation

<table>
<thead>
<tr>
<th>Projects</th>
<th>Total Points</th>
<th>Components</th>
<th>Points</th>
<th>Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing Project</td>
<td>350</td>
<td>2 Story Outlines</td>
<td>50</td>
<td>Feb 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>First Drafts</td>
<td>100</td>
<td>March 1, March 8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Final Stories</td>
<td>200</td>
<td>April 5, April 12</td>
</tr>
<tr>
<td>Advertising Project</td>
<td>150</td>
<td>5 contacts</td>
<td>25</td>
<td>February 15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Contract</td>
<td>125</td>
<td>March 29</td>
</tr>
<tr>
<td>Graphics Project</td>
<td>200</td>
<td>Photography</td>
<td>100</td>
<td>April 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Non-photo graphic</td>
<td>100</td>
<td>April 7</td>
</tr>
<tr>
<td>Layout Design Project</td>
<td>300</td>
<td>First Draft</td>
<td>100</td>
<td>April 19</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Final Layout</td>
<td>200</td>
<td>May 6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
<td></td>
<td><strong>1000</strong></td>
<td></td>
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</tbody>
</table>

### Evaluation

Each assignment is critiqued by the professor and occasionally through peer evaluation. Assignments are evaluated on:

1. Accuracy and completeness of information.
2. Design complexity (how well parts are integrated into the whole).
3. Aesthetic (effective use of design principles).
5. Creativity (original rather than commonplace ideas).

### The following information should be included at the top of every assignment:

- Your Name
- Number of words *(for stories)*
- E-mail and Phone number
- short title *(for stories)*
- UID #
- Assignment title

Your name and the short title should appear in the header of every manuscript page.

### Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>900 - 1000</td>
</tr>
<tr>
<td>B</td>
<td>800 - 899</td>
</tr>
<tr>
<td>C</td>
<td>700 - 799</td>
</tr>
<tr>
<td>D</td>
<td>600 - 699</td>
</tr>
<tr>
<td>F</td>
<td>&lt;599</td>
</tr>
</tbody>
</table>
Assignments

Writing Project 350 Points

Two story outlines — 25 points each

a. Your story idea, clearly described with angle/focus identified and story type (personality profile, historical, editorial, research, investigative)
b. Three sources to be interviewed, including contact information and title
c. Possible documents to review - provide complete bibliographic references
d. What you currently know about the subject.
e. Why our audience would be interested in this subject, what is the hook?
f. Relevancy based on timing of publication distribution (Fall 2005)

One full, typed, single-spaced page

Two Feature Stories — 300 points

1. First draft (50 points each)
   a. Minimum of two pages, double-spaced (~500-1000 words)
   b. At least two sources (interviews and documents)
   c. No more than three spelling errors, three AP style errors, three grammatical errors. (Loss of one point per error.)
   d. Photography/artwork plan to accompany story

2. Final story package (100 points each)
   Maximum of four pages, typed, double-spaced (~1000-1500 words)
   a. Story is accurate, fair, and balanced.
   b. At least three quoted sources, all names and titles are correct
   c. Spelling, AP style, grammar are correct.
   d. Lead is polished and attention grabbing.
   e. Story is well organized.
   f. Photographs/artwork to accompany story

Advertising Project 150 points

1. Identification of five advertisers (25 points)
2. Total advertisement sale and design
   a. $600 125 points
   b. $500 115 points
   c. $400 100 points
   d. $300 80 points
   e. $200 60 points
   f. $100 50 points
   g. $75 40 points
   h. $50 30 points

Graphics Project 200 points

1. Photography project (100 points) – only ½ credit available for non-original work
2. Non-photo project (100 points) – only ½ credit available for non-original work

Layout Project 300 points

1. First draft layout (100 points)
2. Final layout (200 points)