

# ACOM-AG COMMUNICATIONS

## ACOM 1110. Introduction to Agricultural Communication 3 Credits (3)

Students will learn about the history and theories of agricultural communications, be introduced to the degree program, explore careers in the field, and examine the role of media in agricultural communications. May be repeated up to 3 credits.

### Learning Outcomes

1. Identify classes needed in the degree program and relevant clubs.
2. Recall important times in history of agricultural communication and journalism.
3. Comprehend the communication process and identify its components.
4. Identify effective and efficient media for agricultural communication.
5. Analyze the various roles and uses of media in agriculture communication.
6. Apply theories of communication and journalism to class assignments.

## ACOM 1120. Introduction to Graphic Design in Agriculture 3 Credits (3)

This course focuses on introducing students to creating and critiquing visual communication materials in agricultural communications by developing understanding of visual communications, graphic design and branding principles as well as basic skills in using Adobe Illustrator and Photoshop software.

### Learning Outcomes

1. Understand and demonstrate the correct use of formats, modes, and resolutions when creating or using graphics for various mediums and audiences.
2. Critique and evaluate graphic and photographic design elements in agricultural communications pieces.
3. Demonstrate a working knowledge of the Adobe Illustrator and Photoshop software and their uses for implementing principles of graphic design and branding.

## ACOM 1130G. Effective Leadership and Communication in Agriculture 3 Credits (2+2P)

Theory and practice in leadership and communication for professionals who must work effectively in leadership and supervisory roles with people in agricultural business, industry, government agencies, and education. Course focuses on contemporary leadership theories. Oral communication skills in informative and persuasive speaking, parliamentary procedure, and for small groups are developed. May be repeated up to 3 credits.

### Learning Outcomes

1. Understanding Leadership: Definitions of Leadership; Agricultural Education, FFA, Leadership; Leadership Categories; Democratic, Authorization, and Situational Leadership; Personality and Leadership Relations; Developing Leaders; Personal Leadership Development; Ability, Experience, and the Opportunity to Lead; Leadership in the Workplace; Human Relations, Technical, and Conceptual Skills
2. Communication Skills: Communication and Leadership; The Purpose of Communication; Forms of Communication; Communication Barriers and Styles; Verbal and Nonverbal Communication; Feedback; Self Communication and Interpersonal Communication
3. Leading Individuals and Groups: Group Dynamics and Team Building; Democratic Group Leadership; Importance of Groups; Types of

Groups; Organizing Groups; Group Dynamics, Development, and Discussion

4. Conducting Successful Meetings: Skills Developed by Bring an Officer; Basic Meeting Functions; Characteristics of a Good Meetings; Planning and Preparing for Meetings; The Meeting Room; Committees; Informative and Motivational Meetings; Group Member Involvement; Officer and Member Responsibilities; Developing a Program of Activities

## ACOM 2120. Photography in Agriculture 3 Credits (1+2P)

This is a field-based course focused on how to students use the camera as a tool to make the rules of photography and design work for the student's style, creativity, and goals pertaining to application of photography in agricultural communications. Students develop and disseminate a photography portfolio through a variety of communications channels.

### Learning Outcomes

1. Utilize a DSLR or mirrorless camera to analyze scenarios to effectively curate a body of work that compliments agricultural communications practice
2. Demonstrate working knowledge of camera equipment and photography principles to create visual stories
3. Evaluate and critique imagery for use of photography skills and principles

## ACOM 2998. Early Field- Based Experience in Agricultural Communications 1-4 Credits (1-4)

This course is designed to help you understand people and how to communicate with people. The key to all journalism or communications-related courses is to understand the audience well enough to know how to speak like them, to them, and to your stakeholders. The most successful communicators exhibit greatness in themselves and in their peers. Communicators cannot do their job if they do not show up with their best attitude and work ethic. Don't let your audience down, and we will make sure you are equipped to do so. May be repeated up to 6 credits.

### Learning Outcomes

1. Explain the role of communications in the agricultural or science industries.
2. Develop a communication campaign for an agriculturally related client.
3. Identify key principles of communication channels including newswriting, radio production, and communication plans.
4. Create effective internship application materials to meet needs in the industry.
5. Design a job portfolio that includes examples of communications experience.