

Communications/ Public Speaking

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Oral Communication

- Given a topic, identify the target audience and prepare and deliver a speech.
- Critique one's own video-recorded speech and revise the speech using the critique.
- Create an educational piece explaining the essential elements of a speech.

Written Communication

- Thoroughly critique one's own writing and implement changes using critique.
- Thoroughly critique a peer's writing.

Journalistic Writing

- Identify a newsworthy story and construct a press release on the topic, using background research and interviews.
- Identify a newsworthy story and construct a feature story on the topic, using background research and interviews.

Scholarly Writing

- Using a selected topic of interest, develop and execute a micro-research study, and document the study via an abbreviated research manuscript.

Business Writing

- Participate in a mock, in-person interview by using professional email correspondence and preparing all required application material.
- Participate in a mock, Skype interview by using professional email correspondence and preparing all required application material.

Group Work

- Given a task, assemble a group to complete the task. Focus should be placed on member selection, planning process, and managing any conflict that arises.



Professional Development

- Connect with an individual in your future career field of interest and participate in a mock interview for a position in your field.

Message Development

- Test the message developed via the effective messaging process.
- Develop a more effective message based on the findings from the message testing process.

Agricultural Issue and Trend Management

- Develop a crisis communication plan for a company on a selected agricultural issue.
- Develop an issue management plan for a company on an agricultural issue that is likely to affect the company.

Visual Design

- Use all necessary Adobe products to create a trifold brochure for a company (should include a logo, text and images).
- Critique a peer's graphic design project and give meaningful feedback.

Videography

Production

- Identify a topic of interest to develop an informational or promotional video. This video should include a mixture of b-roll, a-roll, interviews, images and anything else needed to produce a high-quality video.

Editing

- Take the informational or promotional video and edit it using Adobe Premiere Pro. Edit the video to produce a cohesive and well-constructed video.
- Critique a captured video and identify effective and noneffective elements within the video.

Photography

- Critique captured photos and identify effective and noneffective elements within the photos. Discuss how you might photograph the subject(s) differently.
- Given captured photos, create photographic responses to the photos, explaining what you captured and why, and compare it to the original photo.



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