



Agricultural Communications

CAREER DEVELOPMENT EVENT

GUIDE BOOK



GUIDE BOOK

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MEET THE CREATORS

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Graphic Design

STUDY GUIDE

PRINCIPLES OF DESIGN

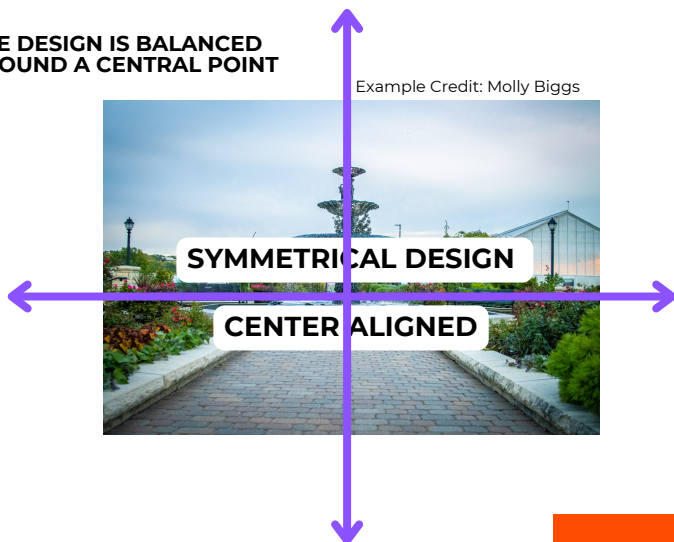
1. EMPHASIS

Emphasis refers to the focal point of the design in the order of importance of each design element. Ask yourself, "What is the first piece of information the reader needs to know?"



Example Credit: Molly Biggs

THE DESIGN IS BALANCED AROUND A CENTRAL POINT



2. BALANCE & ALIGNMENT

Symmetrical design creates balance through equally weighted elements aligned on either side of a center line. Asymmetrical design uses opposite weights (like contrasting one large element with several smaller elements) to create a composition that is not even, but still has equilibrium.

3. CONTRAST

Contrast makes the design "pop." Contrast creates stark differences between elements in a design to improve readability.



A BRIGHT AND BOLD BACKGROUND CONTRASTS WITH A SOLID AND BLACK FOCAL POINT

Example Credit: Molly Biggs

4. REPETITION

Repetition unifies a design. Repetition is important beyond printed products, but it is the first thing you feature on a website, business cards, social media, and more! Brand identity? Another term for repetition!

REPETITION IS SHOWN HERE THROUGH THE CONTINUED USE OF COLORS, TYPEFACES, LAYOUTS AND PATTERNS.



PROPORTION EMPHASIZES WHAT IS MOST IMPORTANT IN THE DESIGN



Example Credit: Molly Biggs

5. PROPORTION

Proportion is the visual size and weight of elements in a composition and how they relate to each other. It often helps to approach your design in sections instead of as a whole.



Example Credit: Molly Biggs

MOVEMENT HELPS THE READER MOVE THROUGH THE DESIGN, UNDERSTANDING THE INFORMATION ONE PIECE AT A TIME



6. MOVEMENT

Movement is controlling the elements in a composition so that the eye moves from one element to the next and the information is properly communicated to your audience. Movement creates the story or the narrative of your work.

WHITE SPACE IS ONE OF THE MOST IMPORTANT ELEMENTS OF DESIGN. DO NOT BE AFRAID OF IT! IT GIVES THE READERS AND THE DESIGN SPACE TO BREATHE!



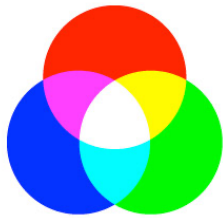
Example Credit: Molly Biggs

7. WHITE SPACE

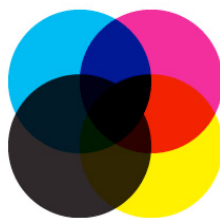
White space is the empty space around the elements, giving a composition more room to breathe. Our brains naturally associate white space around an element with importance. It tells our eyes that objects in one region are grouped separately from other objects.

COLORS

- **CMYK** (cyan, magenta, yellow, black)
 - Best for printing
- **RGB** (red, green, blue)
 - Best for digital



RGB



CMYK

DESIGN RESOURCES & PROGRAMS

- Canva
- Adobe Suite
 - Photoshop
 - InDesign
 - Illustrator
- Others

DIMENSIONS AND SPECS

- Facebook Post
 - Recommended upload size of 1200 x 628 pixels
- X (Twitter) Post
 - Image from a Tweet with shared link: 1200 x 628 pixels
- Instagram Post
 - Instagram images: 1080 x 1080 pixels
- TikTok (Video Specs)
 - **Resolution:** 1080×1920
 - **Aspect ratio:** 9:16
 - **Recommended video formats:** MP4 or MOV
- Visit [SproutSocial.com](https://sproutsocial.com) for more info.

TYPOGRAPHY

- Typography is the art and technique of arranging type in order to make language visible. Arrangement of type involves typefaces, point size, line length, leading, tracking and kerning.

PRINT RESOLUTION

- Photos need to be > 300 DPI
 - DPI = Dots/Inch

WEBSITE DESIGN TIPS:

AVOID HECTIC COLOR SCHEMES

- When you put too many colors too close together, the visual noise that is created overpowers the rest of the web design.

PHOTOGRAPHS

- The photos that are integrated into a web design layout have a huge impact on the overall look and feel of a website. Poorly shot images can diminish the design. Using high-quality photos in a simple way to improve your designs.

RESPONSIVE DESIGN

- Remember to check the look on your phone too! There are many digital devices out there with varying screen sizes. No matter how someone is accessing your web design, it should offer a similar experience no matter what size screen the viewer has.

KEEP TYPOGRAPHY CONSISTENT

- When we read a book, every page follows a sense of order. The text will be the same size, set with exact spacing, and follow the same repeating format. Typography in a web design also needs to have a sense of consistency. Headers, body text, links, and other text need to follow the same styling from one page of a website to the next.

WEBSITE DESIGN PLATFORMS

- Wix
- Squarespace
- WordPress
- Adobe Portfolio

Videography

STUDY GUIDE

PRINCIPLES OF VIDEOGRAPHY

1. LIGHTING

Lighting the subject is vital during any video production. In most situations, shooting in a well lit room should be more than adequate, but it is always important to consider how this light will affect your recording.

MAIN LIGHT

Light source is facing towards the subject of the video.

ADDITIONAL LIGHT

Used to remove any unwanted shadows created by the main light source.

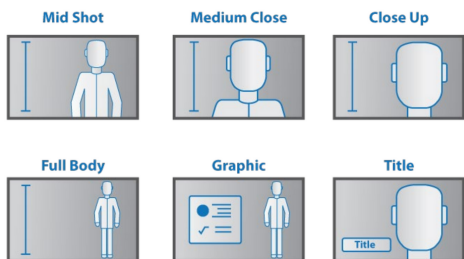
BACKLIGHTING

Main light source is located behind the subject making them appear in silhouette.

2. COMPOSITION

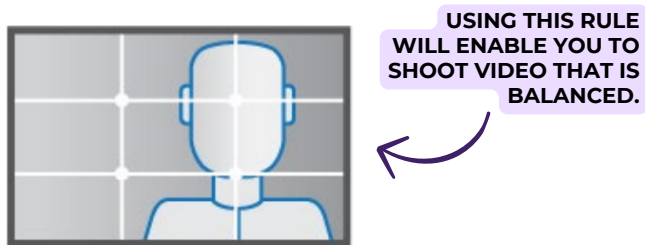
The way a shot is put together on screen can make a huge difference in how viewers engage with a video.

TYPES OF SHOTS



Example Credit: University of the Highlands and Islands 2016

RULE OF THIRDS



Example Credit: University of the Highlands and Islands 2016

The rule of thirds is an effective compositional rule highlighting the importance of positioning within the frame. To use the rule of thirds effectively, the focal point will be in the crosshairs of a 3x3 grid.

3. FRAMING The way elements are arranged in the frame.



'Full shot' – providing context.



'Close shot' – all about the subject.



'Medium shot' – some context but focus is on the subject.

Example Credit: University of the Highlands and Islands 2016

4. FOCUS

Your subject is the focus of your recording. Find a spot with a background that helps to inform the scene. Alternatively, use an interesting generic space that does not confuse the viewer.

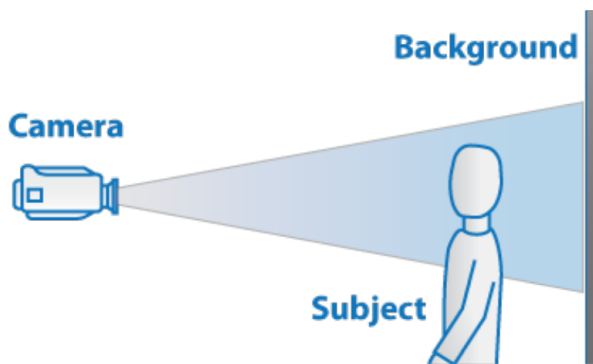


Diagram 1: Subject too close to the background.

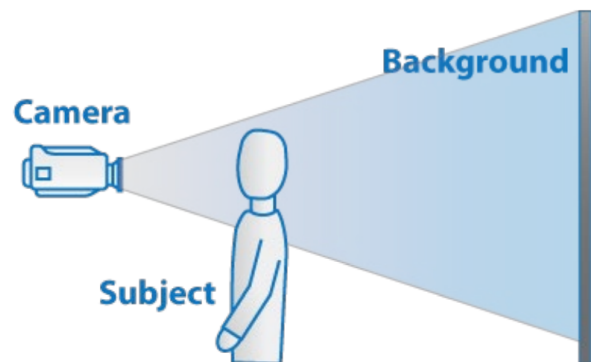


Diagram 2: Subject further away from the wall to create depth.

Example Credit: University of the Highlands and Islands 2016

5. AUDIO

Reduce background noises as much as possible and place the microphone as close to the subject as possible. The speaker needs to be the most prominent audio source and loud enough for play back. Increasing audio volume after filming will also increase all background noise.

TRANSCRIPTS

For accessibility, it is important to create transcripts or descriptions any time audio or video are used to deliver educational material.

THIRD PARTY AUDIO

Even during videos with no narration, the inclusion of background music can enhance the user experience and keep the viewer's attention.

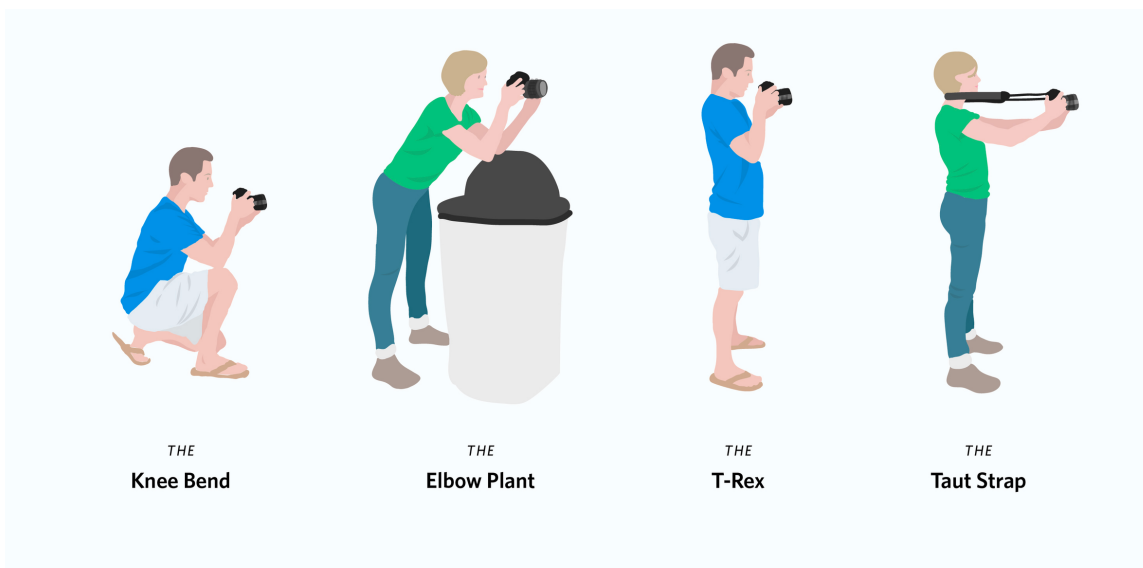
Recommended sites for free audio:

- Uppbeat
- Pixabay
- Soundstripe
- Chosic

6. CAMERA MOVEMENT

Use a tripod to prevent camera shake and to ensure constant repetition of camera position. Maintaining a constant camera position helps to provide a seamless transition when editing.

Where a tripod is unavailable, techniques to keep the camera steady should be employed. Making use of any surfaces you can lean against can be useful, and certain ways of holding cameras can add stability.



BEST PRACTICE: Stability is maximised by using **THREE** points of contact.



FILM PRODUCTION PROCESS

- Pre-production
- Production
- Post-production

LEAD IN



Start recording slightly before the beginning of action or speech to avoid cut offs when editing.

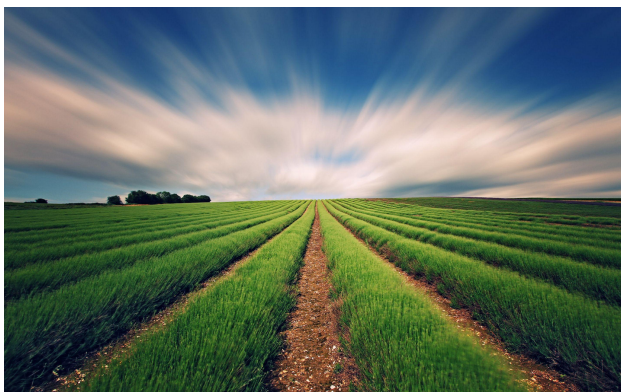
LEAD OUT



End recording slightly after the action or speech to avoid cut offs when editing. Consider the fade out of a clip once the speaker has finished talking.

B-ROLL

Footage that supplements the main video clips.



SHOT LIST

A document that maps out everything that will happen in a scene of a film, or video, by describing each shot within that film or video.

ESTABLISHING SHOT

- Used to set the scene.
- For example, an extreme close-up can add an emotional focus.

CLOTHING

Clothing and accessories can present a problem for video recording. It's best to stay away from clothing with loud patterns and contrasting colors.



PAN

Refers to the horizontal movement of the camera from left to right. It is a technique used to capture a wider view or follow a subject's movement.

PRINCIPLES OF VIDEOGRAPHY

STORYBOARD

A series of drawings that visually tells the story of a screenplay or script.

CREATING A STORYBOARD

STEP 1: Plan your video

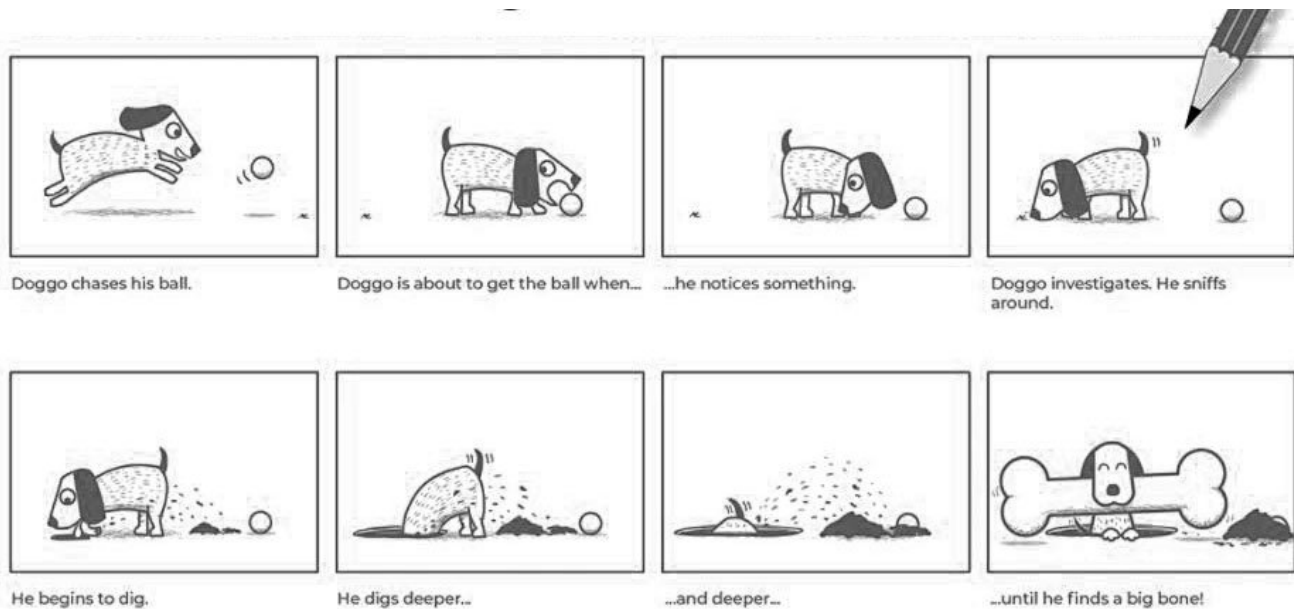
- Objective
- Length
- Message

STEP 2: Visualize your script

- Key characters or props
- Setting/ backdrop
- Order of sequences

STEP 3: Add script and additional notes

STEP 4: Collaborate and revise



Example Credit: thaynhuom.edu

Title : Placing Order

Storyboard

Scene 1



Audio :
Voice Over

Description :

Scene 2



Audio :
Voice Over

Description :

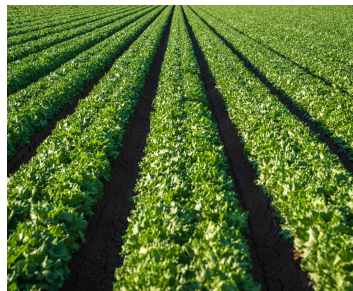
Scene 3



Audio :
Voice Over

Description :

Scene 4



Audio :
Voice Over

Description :

Scene 5



Audio :
Voice Over

Description :

Scene 6



Audio :
Voice Over

Description :

BASIC CAMERA GUIDE:

EXPOSURE TRIANGLE

The Exposure Triangle comprises of aperture, shutter speed and ISO. These three camera and lens controls work together to regulate the amount of light that makes it to the light-sensitive surface and the sensitivity of that surface.

APERTURE

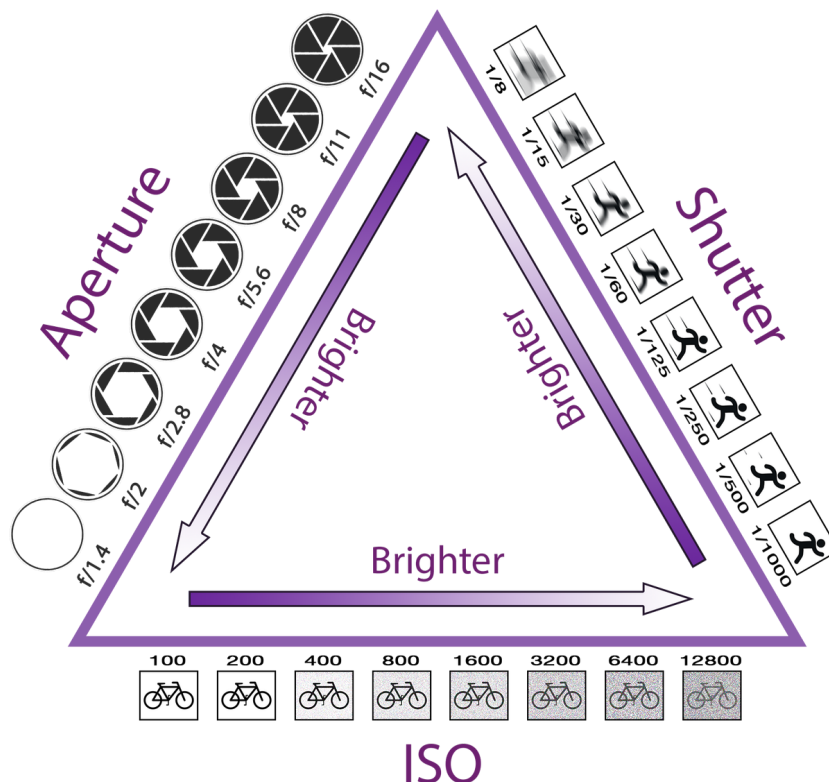
- Controls the amount of light entering the lens.
- A diaphragm in the lens adjusts its width based on the f-stop being used.
- The higher the f-number, the smaller the aperture opening, and the less light coming into the lens.

SHUTTER SPEED

- Controls the duration of light that reaches the lens.
- It's controlled by a curtain in front of the camera's sensor.
- A fast shutter speed means that the curtain opens and closes quickly, thus minimizing how long the sensor is exposed to light.

ISO

- Responsible for the sensitivity of the camera's sensor to light.
- The higher the ISO, the more sensitive the sensor becomes.



Example Credit: Action Camera Blog

Journalistic Writing

STUDY GUIDE

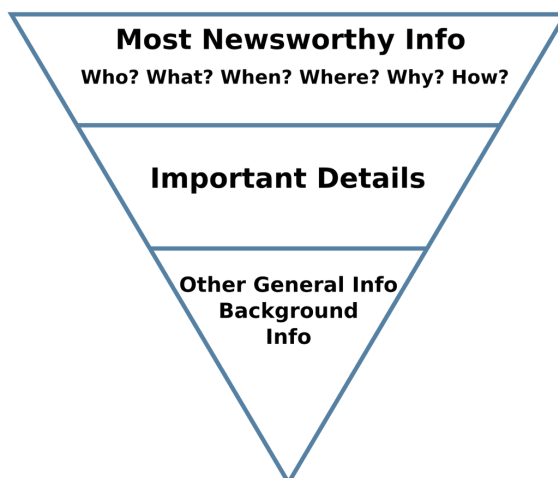
PRINCIPLES OF JOURNALISTIC WRITING

SIX NEWS VALUES

1. **Timeliness**- Recent events have a higher news value than less recent ones.
2. **Proximity**- Stories taking place in one's hometown or community are more newsworthy than those taking place far away.
3. **Prominence**- Famous people and those in the public eye have a higher news value than ordinary citizens.
4. **Uniqueness/oddity**- A story with a bizarre twist or strange occurrences.
5. **Impact**- Stories that impact a large number of people may be more newsworthy than those impacting a smaller number of people.
6. **Conflict**- Stories with strife, whether it's actual violence or not, are more interesting.

PYRAMID STYLE WRITING

In news writing, the most fundamental information is in the lead paragraph of the story, and then arranging the remaining details from most important to least important.



LEADS

Opening sentence or paragraph that gives readers the most important information in a clear, concise and interesting manner. It also establishes the voice and direction of an article.

Imagine you had to sum up to a friend, in one sentence, what your story is about. How would you sum up quickly what happened?

TYPES OF LEADS

- **Summary lead:** This is the most traditional lead in news writing. It is often used for breaking news, a “just the facts” approach.
- **Anecdotal/Descriptive lead:** Beginning a story with a quick anecdote or description of the scene can draw in readers, must be interesting and closely illustrate the article’s broader point.
- **Question lead:** Start by asking the audience a question, usually open-ended.

ATTRIBUTIONS

When attributing a direct quote, always use the verb “said” and never any other verbs such as “explained,” “whispered,” etc. It is also more common to use the format “Smith said” instead of “said Smith.”

Even when information from a source is not used in a direct quote and is paraphrased instead, it still must be attributed to that source.

- **EXAMPLE: “THE HOUSING CRISIS IS GROWING OUT OF CONTROL,” BERNANKE SAID.**
- **EXAMPLE: BERNANKE SAID THE RECESSION IS PROBABLY OVER.**
- **EXAMPLE: THE RECESSION WILL LIKELY BEGIN TO RECEDE IN SIX MONTHS, BERNANKE SAID.**

PRINCIPLES OF JOURNALISTIC WRITING

AP Style is a style and usage guide for American English grammar created by American journalists

1. **MONTHS/DATES/TIMES**
2. **NAMES/TITLES**
3. **NUMBERS/MONEY**
4. **PUNCTUATION**
5. **QUOTATIONS**

A. EXAMPLE:

“Cattle have a ruminant digestive system,” Kansas State University Extension beef specialist John Doe says. “This means they have four compartments to their stomach.”

“The ruminant stomach consists of the rumen, abomasum, omasum and reticulum. Each has a specific role to digest and absorb nutrients.

The abomasum is considered the true stomach,” Doe says.

QUOTES SHOULD BE SEPERATED BY ADDITIONAL INFORMATION. QUOTES SHOULD HELP TELL THE STORY FROM THE SOURCE'S VOICE.

THE FIRST TIME A SOURCE IS INTRODUCED YOU SHOULD USE THAT SOURCE'S FULL NAME AND TITLE. AFTER THIS INITIAL REFERENCE, USE THE LAST NAME ONLY.



NEWS WRITING

- News articles are short, averaging 100-400 words
- A news article reports the facts: who, what, where, when, why, and how. It is written in a straightforward, concise reporting style
- Time-sensitive and of immediate interest

FEATURE WRITING

- Feature articles are longer and a typical feature word count is between 1,000 – 2,000 words
- A feature article is a human interest story about a person, event, or place
- Can be published at any point. Its content is often **evergreen**

What is evergreen?

Timeless, can be published year after year, relevant information or interesting topic not dependent on current year

Who

Who is it about? Who is affected? Who benefits? Who loses?

What

What has happened? What are the consequences? What does this mean for the reader?

When

When did it happen (time of day, day, month, year)? When was the last update? When can you expect to learn more? When will the effects be felt?

Where

Where is this taking place (building, neighborhood, city, country)? Where should readers go to learn more?

Why

Why did this event take place? Why is this important in the big picture? Why should readers care?

BREAKING DOWN A PRESS RELEASE

STANDARD PRESS RELEASE

CONTACT INFORMATION:

[Company Name]

[Contact Name]

[Phone Number]

[Email Address]



RELEASE DATE:

[Date]

HEADLINE:
WILL BRIEFLY STATE WHAT THE ARTICLE WILL ENTAIL

[MAIN PRESS RELEASE HEADLINE (*ALL CAPS*)]

*[Optional Subhead (*Upper and Lowercase / Italicized*)]*

DECK SENTENCE:
THE PARAGRAPH WILL FOCUS ON EXPLAINING THE HEADLINE MORE IN DEPTH

INTRODUCTION:
GIVES BASIC ANSWERS TO THE QUESTIONS OF WHO, WHAT, WHEN, WHERE AND WHY

[Dateline: CITY, STATE, Month Date] — [Lede: Briefly and explicitly state the information you need to share. Include who, what, when, where, why, how and lead with the most important information.] Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris sodales tempor ac finibus. Fusce sed lacus ac massa ornare lacinia non a sem. Praesent convallis quam ut augue maximus vestibulum. Maecenas id facilisis quam. Quisque vehicula fermentum ligula. Sed non mattis dui. Nam varius ligula id imperdiet pretium.

BODY:
FURTHER EXPLANATION, STATISTICS, BACKGROUND, OR OTHER DETAILS RELEVANT TO THE NEWS

[Body paragraphs: Background information, rich quotes, etc.] Etiam quis lorem laoreet feugiat quis at massa. Donec tempus diam et nibh feugiat finibus. Curap pellentesque, efficitur nulla non, blandit urna. Vestibulum ante ipsum primis in luctus et ultrices posuere cubilia Curae; Proin fringilla risus felis, a ullamcorper velit auctor vitae. Aliquam eget felis ac magna maximus eleifend.

Ut ut gravida mauris, et iaculis magna. Donec id lorem gravida nulla malesuada tincidunt. Etiam semper, mi sed dignissim auctor, enim felis ultrices est, sit amet sagittis turpis justo eu ligula.

[Boilerplate]

BOILERPLATE:
GENERALLY A SHORT "ABOUT" SECTION, PROVIDING INDEPENDENT BACKGROUND ON THE ISSUING COMPANY, ORGANIZATION, OR INDIVIDUAL

[Call to Action]

###

CALL TO ACTION:
A CLEAR AND COMPELLING INVITATION FOR YOUR READERS TO TAKE A SPECIFIC ACTION

CONCLUSION:
THE CLOSING STATEMENT WHERE THE IMAGINARY SIMPLIFIES REALITY

INDICATES THE END OF THE PRESS RELEASE

Opinion Writing

STUDY GUIDE

PRINCIPLES OF OPINION WRITING

5 STEPS WHEN WRITING TO PERSUADE AND INFLUENCE

1. UNDERSTAND THE PROMPT

- After the speaker's presentation, carefully read and analyze the prompt to ensure a clear understanding of the topic or issue you are asked to express your opinion on.
- Identify key components such as the target audience, purpose of the writing, and any specific points you are expected to address.

2. RESEARCH AND GATHER INFORMATION

- Take thorough notes on the topic to gather relevant and accurate information.
- Use reputable sources such as agricultural journals, industry reports, and FFA publications to support your opinions with facts and evidence that ensures that you have a well-rounded understanding of the subject matter.

3. ORGANIZE YOUR THOUGHTS

- Create an outline to organize your thoughts and structure your opinion piece logically.
- Clearly define your introduction, body paragraphs, and conclusion. The introduction should provide background information and a clear thesis statement, the body should present your arguments with supporting evidence, and the conclusion should summarize your main points and restate your opinion.

4. DEVELOP STRONG ARGUMENTS

- Edit and revise your work to refine your arguments, improve flow, and eliminate any unnecessary information.

5. POLISH YOUR WRITING

- Pay attention to grammar, spelling, and punctuation to ensure clarity and professionalism.
- Use a tone that is appropriate for the audience and purpose, balancing a confident expression of your opinion with respect for differing views.
- Edit and revise your work to refine your arguments, improve flow, and eliminate any unnecessary information.

**WANT TO READ SOME
EXCELLENT FEATURE WRITING
AND EDITORIAL PIECES?**



**SCAN THE QR CODE TO
READ THE K-STATE
AGRICULTURIST MAGAZINE**



KEY PRACTICES

PRINCIPLES OF OPINION WRITING

PERSUASION AS A KEY GOAL

The primary goal of opinion writing is often to persuade the audience. Writers aim to convince readers to adopt or consider their perspective on a particular issue or topic.



PRESENCE IN VARIOUS GENRES

Opinion writing is found in various genres, including editorials, columns, blog posts, reviews, essays, and social media content. The style and tone can vary based on the platform and target audience.



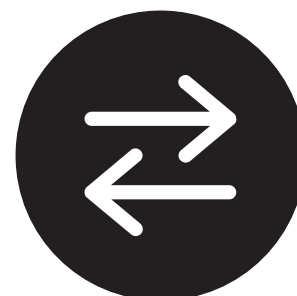
USE OF RHETORICAL DEVICES

Writers often employ rhetorical devices, such as ethos, pathos, and logos, to enhance the persuasiveness of their arguments. Ethos relates to credibility, pathos appeals to emotions, and logos involves logical reasoning.



CHANGING LANDSCAPE

The landscape of opinion writing is dynamic and constantly evolving, influenced by cultural shifts, technological advancements, and changes in media consumption habits.



OPINION WORDS AND PHRASES

INTRODUCTORY WORDS AND PHRASES

- I think
- I believe I feel
- In my opinion
- My favorite
- The best
- I am convinced
- I strongly believe
- From my point of view
- It's my belief
- Based on what I know
- Speaking for myself
- I know you will have to agree that
- I am confident that

TRANSITIONS

- First/Second/Third
- First of all
- Next
- After that
- Additionally
- Equally important
- Consequently
- Besides
- Further/Furthermore
- Clearly
- Obviously
- In addition
- For all these reasons
- Finally
- In conclusion

OPINION CLUES

- Always/Never
- Awful/Wonderful
- Beautiful/Ugly
- Better/West/Worst
- Delicious/Disgusting
- Definitely
- Enjoyable/Horrible
- Favorite
- Far/Against
- Good/Bad
- Inferior/Superior
- Oppose/Support
- Terrible
- Unfair
- Worthwhile

FFA CAREER DEVELOPMENT EVENT

Agricultural Communications

CONCEPT REVIEW



KEY CONCEPTS

The following is a list of important terms to help guide your studying and preparation for the Agricultural Communication CDE.

Design:

- Adobe Programs
 - InDesign
 - Good for editorial design
 - Photoshop and Lightroom
 - Editing Photos
 - Illustrator
 - Vector-based graphic
- Elements of Design
 - Line
 - Shape
 - Texture
 - Proximity
 - Alignment
 - Composition
- Elements of Photography
 - Leading Lines
 - Rule of Thirds
- Elements of Typography
 - Point Size
 - Leading
 - Tracking
 - Kerning
- Font Types
 - San Serif
 - Slab Serif
 - Serif
 - Script
- White Space

Videography:

- Audio Elements
 - Background music
 - Sound effects
 - Third-party audio
- Exposure Triangle
 - Aperture
 - Shutter speed
 - ISO
- Interviewee's Clothing
- Principles of videography
 - Lighting
 - Composition
 - Framing
 - Focus
 - Audio
 - Camera movement
- Production Process Phases
 - Pre-production
 - Production
 - Post production
- Storyboarding steps
 - Step 1: Plan Video
 - Step 2: Visualize Script
 - Step 3: Add Script and Additional Notes
 - Step 4: Collaborate and Revise
- Tripod and Monopod
- Types of Framing
 - Full Shot
 - Close Shot
 - Medium Shot

KEY CONCEPTS

Opinion writing:

- AP Style
- Rhetorical Devices
 - Ethos
 - Pathos
 - Logos
- Types of Writing
 - Editorial
 - Letter to the Editor
 - Columns
- Words and Phrases
 - Introductory Words and Phrases
 - Transitions
 - Opinion Clues
- Persuasive Layout
 - Opinion
 - Reason
 - Examples
 - Opinion
- Types of Arguments
 - Evaluation
 - Proposal
 - Narrative
 - Rebuttal
 - Definition

Journalistic Writing:

- Six News Values
 - Timeliness
 - Proximity
 - Prominence
 - Uniqueness/oddity
 - Impact
 - Conflict
- Pyramid Style Writing Structure
- Types of Leads
 - Summary lead
 - Anecdotal/Descriptive lead
 - Question lead
- How to attribute information and quotes
- AP Style
- Content to include
 - Who, What, When, Where, Why
- Differences between news writing and feature writing

MEET THE CREATORS:

This guidebook and interactive components was created by the 2023-2024 Agricultural Communications Advancement Team (A-Team). This group is comprised of agricultural communications students selected to represent the agricultural communications department.



Team Members Pictured Left to Right: Kady Figge, KS, Videography. Abi Lillard, KS, Opinion Writing. Molly Biggs, IL, Web Design. Maddy Rohr, CO, Journalistic Writing. The group is advised by Dr. Nellie Hill-Sullins.



KANSAS STATE UNIVERSITY

Agricultural Communications

FFA CAREER DEVELOPMENT EVENT

 **K-STATE AGRICULTURAL COMMUNICATIONS ACJ**

 **@KSTATEACJ**

 **COMMDEPT@KSU.EDU**

SUBJECT LINE: AGCOM CDE STUDY GUIDE

