



GROWING FRUIT FOR FUN & PROFIT

FRC1010 - 1 CREDIT

SPRING 2020

COURSE FORMAT

This course is taught through live lectures that combine traditional delivery and virtual reality (VR). Purchase of a VR headset is not required. Lectures, learning materials, and assessments are published on Mondays at 9:00 AM. All assessments are due at 11:59 PM on Sundays.

INSTRUCTOR

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Fifield Hall 1113

(352) 273 - 4765

Office hours: Wednesday 10:00 AM to 11:30 AM

(face-to-face and Skype)

COURSE DESCRIPTION

This course aims to expose students to the most relevant horticultural crops grown in the state, as well as some of the sustainable, cutting-edge technologies currently used for their cultivation. Additionally, this course covers hot-topic national issues like organic agriculture and genetically modified crops. A diverse selection of UF faculty will deliver talks about these topics in order to keep the lectures both current and topical.

LEARNING OBJECTIVES

Upon successful completion of this course, students will be able to:

- Appraise the importance of the horticulture industry in Florida and in their daily lives
- Analyze the role the horticulture industry plays in the challenge to feed 9 billion people
- Explain in general terms how fruit crops are grown in Florida
- Relate the challenges and opportunities that fruit growers face in Florida
- Discuss the use of modern technologies for fruit production
- Create high quality deliverables that depict their opinion and knowledge about fruit crops

COURSE MATERIALS

Course website

This course has a comprehensive mini-site in Canvas. Take time to familiarize yourself with the “Start Here”, “Syllabus”, “Course Materials”, and “Grades” tabs in the navigation menu. Digital copies of this syllabus, and other learning materials can be found there.

- E-Learning in Canvas, www.elearning.ufl.edu

Growing supplies

A strawberry growing kit with plants, soil, pots, and organic fertilizers will be shipped to you during the third week of the semester. Please, verify that the contents of your strawberry growing kit match the packing list. Your strawberry plant will need immediate attention upon arrival.

Textbook

There is no required textbook for this course.

Technology

To be successful in this course, students will need a personal computer with access to high speed internet and the Microsoft Office suite. Additionally, students will need a camera that can record video and a device with basic video-editing capabilities. Most cellular phones and computers have adequate cameras. There are countless video-editing apps that are available free of cost. Additionally, UF libraries have iPads that can be checked out by current students. More information about iPad loans can be found here:

- *UF Libraries Computing and Other Technology Services*, www.uflib.ufl.edu/computing.html#ipad

Additionally, students are encouraged but not required to have access to a virtual reality (VR) headset. Some of the web-based activities for the course include virtual tours that can be experienced using VR technology.

A list of VR headsets starting at \$8.00 can be found here:

- *VR headsets*, vr.google.com/cardboard/get-cardboard

COURSE GRADE

1. Weekly quizzes

45 points

Every Monday at 9:00 AM, a 10-question multiple choice quiz will become available in Canvas. Each quiz will be worth 3 points, and there will be 15 quizzes during the semester. Each quiz will be timed to 10 minutes, and it can only be taken once. Students can refer to personal notes or any reference materials to complete the quiz. However, each student must work individually. Quizzes will be available until the following Sunday at midnight. Make up quizzes will be provided in accordance with the policy described below.

2. Strawberry project

15 points

On week 3 of the semester, students will receive a strawberry growing kit. Students will transplant, water, and care for their strawberry plant for the following five weeks. Students will document their plant's growth and harvest through weekly social media posts in Facebook, Instagram, or Twitter. Each post must contain one or more pictures of your plant accompanied by a short description and hashtag #UFHortSci. Screen captures of weekly social media posts must be submitted through canvas to earn credit for the assignment. Each post will be worth 3 points.

3. Fruit bingo

10 points

A digital fruit bingo card can be found in canvas. Students must complete 5 of the activities listed in their bingo card. Each activity completed will be worth 2 points. Activities include identifying and tasting fruits, visiting local horticultural landmarks (farms, gardens, farmer markets, garden centers, and grocery stores), and attending horticulture-related events (earth day celebration, Plant Science capstone day). Students will “stamp” their bingo cards using a picture of themselves during the activity and providing the location and time when the activity was completed. Students will upload an updated bingo card to canvas every time they complete a new activity. Students who complete any five activities will receive 10 points. Students who complete five activities in the same bingo row, column, or diagonal will earn 2 points of extra credit.

4. Popular horticulture video

30 points

The objective of this assignment is to produce a scientifically-accurate 2-minute video where you highlight five things you did not know about horticulture. This assignment will consist of two deliverables. First, you will research five interesting facts about horticulture and write a 500-word research paper that provides the factual background for your video. This will be worth 15 points of your grade. Then, you will plan, record, edit, and upload a finished 2-minute video where you present your topic in a compelling, professional manner. This will be worth 15 points of your grade. Deadlines for submitting these deliverables can be found here:

Deliverable	Due date	Possible points
Research paper	Sunday, March 15 th at 11:59PM	15
Finished video	Sunday, April 19 th at 11:59PM	15

Additional details about these deliverables will be provided in Handouts 1 and 2.

GRADING SCALE

A	=	95 - 100 points	C	=	< 77 - 73 points
A-	=	< 95 - 90 points	C-	=	< 73 - 70 points
B+	=	< 90 - 87 points	D+	=	< 70 - 67 points
B	=	< 87 - 83 points	D	=	< 67 - 63 points
B-	=	< 83 - 80 points	D-	=	< 63 - 60 points
C+	=	< 80 - 77 points	E	=	<60 points

Additional information on current UF grading policies for assigning grade points can be found here:

- *Grading policy*, www.catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

COURSE POLICIES

Make-up Policy

Late assignments will be graded only for documented emergencies as per UF's attendance policy. The only way to document a technical difficulty as an emergency is a UF Help Desk ticket number (see below). Absent a documented emergency, late assignments will receive a grade of zero.

Additional information about what constitutes a documented emergency can be found here:

- UF Attendance policy, www.catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Technical Difficulties

If you are experiencing technical difficulties with Canvas or MediaSite, you should immediately contact the UF Help Desk. This will generate a ticket number, which documents the date and time of your technical difficulty. Any requests to make-up late work due to technical difficulties must be accompanied by this ticket number.

- UF Help Desk, HUB 132, (352) - 392 - 4357, www.lss.at.ufl.edu/help.shtml

Written Communication

Effective written communication is essential for student and professional success. Whether you go on to become a horticulturist, an accountant, or a CEO, written communication will be a critical skill in your repertoire. Thus, the instructor places great emphasis on coaching and participating in professional, context-specific written communication.

All course-related email communication should be polite, professional, and as different from a text message as possible. For additional recommendations, consult:

- *Email etiquette*, www.advising.ufl.edu/docs/ProfessionalEtiquette.pdf

In addition to content, all written assignments will be evaluated with respect to proper spelling, grammar, punctuation, word usage, clarity, coherence, and organization. You are encouraged to use the resources provided by the UF Writing Studio to develop or enhance your writing skills. Free one-on-one tutoring (live and on-line) is available to enrolled students.

- *UF Writing Studio*, 302 Tigert Hall, 846-1138, www.writing.ufl.edu/writing-studio/

Academic Honesty

In 1995, the UF student body enacted a new honor code and voluntarily committed itself to the highest standards of honesty and integrity. When students enroll at the university, they commit themselves to this standard.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

On all work submitted for credit by students at the university, the following pledge is either required or implied:

“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge is diminished by cheating, plagiarism and other acts of academic dishonesty. In addition, every dishonest act in the academic environment affects other students adversely, from the skewing of the grading curve to giving unfair advantage for honors or for professional or graduate school admission. Therefore, the university will take severe action against dishonest students. Similarly, measures will be taken against faculty, staff and administrators who practice dishonest or demeaning behavior. Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean or Student Honor Court.

It is assumed all work will be completed independently unless the assignment is defined as a group project, in writing by the instructor. This policy will be vigorously upheld at all times in this course. Additionally, all work submitted for credit by students will be analyzed with originality-checking software to detect any academic misconduct.

Software Use

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken when appropriate.

Campus Resources

If you are experiencing crises or personal problems that interfere with your general wellbeing, I encourage you to utilize the university’s counseling resources. The UF Counseling and Wellness Center provides a wealth of confidential, free counseling services to enrolled students.

- Counseling and Wellness Center, 3190 Radio Road, 392-1575, www.counseling.ufl.edu
- U Matter We Care, www.umatter.ufl.edu

Additionally, if you would like orientation on choosing a major, finding an internship, or planning your career, I encourage you to use the university’s on-campus resources.

- Career Connections Center, CR-100 Reitz Union, 392-1601, www.career.ufl.edu

Students with Disabilities

The Disability Resource Center (DRC) coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing

special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues.

If you would like to request classroom accommodations, you must first register with the DRC. The DRC will provide you with documentation that you must deliver to the instructor when requesting accommodations.

- Disability Resource Center, 0020 Reid Hall, 392-8565, www.dso.ufl.edu/drc/

Course Evaluation Process

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available here:

- *Providing professional and respectful feedback*, <https://gatorevals.aa.ufl.edu/students/>

Students will be notified when the evaluation period opens, and they can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via:

- *Course evaluations*, <https://ufl.bluera.com/ufl/>

Diversity

The University of Florida and I place great emphasis on affirming the diversity of the student body. Student, faculty, and staff interactions with others from varied backgrounds and experiences foster a superior educational environment and nurture a healthier, more accurate understanding of how our increasingly global and multicultural society operates.

I encourage you to engage in meaningful intra- and inter-culture dialogue and support a climate that is grounded in respect and inclusion for individuals of all of races, ethnic backgrounds, genders, and sexual orientations.

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Week of	Lecture topic
Module 1. Introduction to Horticulture	
01/06	Introduction to the course
01/13	Horticultural Sciences: What is it?
01/20	What happens after harvest?
Module 2. Fruit Crops of Florida	
01/27	Introduction to fruit crops of Florida
02/03	Blueberries
02/10	Citrus
02/17	Peaches
02/24	Strawberries
03/02	** Spring Break **
03/09	Grapes
03/16	Avocados
Module 3. Topics in Modern Horticulture	
03/26	Growing fruits in the home garden
03/30	Growing organic fruit
04/06	Genetically modified crops: Frankenfoods?
04/13	No bees equals no fruits