

## 2015 Texas FFA Agricultural Communications CDE Practicums

### Design

Activity: 11X17" poster

Software Available: Adobe Creative Cloud – InDesign, Photoshop, Illustrator

Students will work in a computer lab and will be able to choose between a Mac or a PC. Use of Internet and templates will not be available in the contest room.

### Electronic Media Specialist

Activity: Promotional video

Software needed: Adobe Premiere. Free downloads are available at adobe.com

Students will be given a selection of video clips, photos, and music and will create a 30-60 second video that promotes the client's product or service. Students will not be recording a voice track. In order to be judged, students will upload their videos to a private YouTube site.

*Special note:* Each electronic media specialist will need to bring a laptop with the Adobe Premiere software installed and working. Lab monitors will assist students in installing the video clips, photos and music, but will not be available to troubleshoot software or hardware issues.

### Writer

Activity: Press release

Software Available: Microsoft Word. PCs and printers will be provided.

### Communications Quiz

Sections N-Z of the Associated Press Stylebook, The Associated Press Statement of News Values and Principles, and the Briefing on Media Law will be included in the communications quiz.

### Editing Exercise

The editing exercise will remain consistent with previous years. Students will receive a news article with up to 25 mistakes. Students will mark a word or phrase as correct or incorrect. If the student marks incorrect, he or she must then correct the mistake with appropriate editing marks. A list of editing marks can be found in the AP Stylebook.