ILLINOIS
College of Agricultural, Consumer & Environmental Sciences

A Style Guide
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Updated 1/2018
PROMISE & PERSONALITY

The College of ACES is finding solutions to the world’s most critical challenges in order to create abundant food and energy, a healthy environment, and successful families and communities. Through unsurpassed teaching, research, and outreach programs, ACES is providing the public greater access to higher education with a focus on agricultural, consumer, and environmental sciences.

INNOVATIVE
We are imagining the future and using science to create new technologies, develop new processes, and change paradigms across a range of disciplines.

REPUTABLE
The College of ACES is highly respected for its reputation of excellence in teaching, research, and outreach programs.

COMMUNITY ORIENTED
Our students, faculty, and staff experience a “small college” community while enjoying the benefits of a Big Ten campus. We are focused on extending knowledge to make life better, healthier, safer, and more profitable for individuals and their communities.

COLLABORATIVE
Collaboration is at the heart of what we do in the College of ACES. We have a unique ability to solve societal problems through interdisciplinary collaboration.

VISIONARY
Our college is a leader in discovering sustainable solutions and directing change to meet the demands of a growing global society.
VISUAL IDENTITY

The visual identity of the College of ACES both represents and reflects the uniqueness of our college. When this identity system is applied consistently to all of the college’s communications and marketing materials, we can better distinguish ourselves from our competitors. In order to make an instant connection with audiences, harness the power of the Illinois brand, and to ensure the consistency necessary to build a recognizable identity, it’s critical that the Illinois logo, college mark, and department/unit descriptors appear according to the approved guidelines.
We are a university, not a multiversity. The founders of this great institution realized that we are stronger together than when we are separate. Using one brand shows how the College of Agricultural, Consumer and Environmental Sciences and the College of Engineering are related parts of a greater whole and helps audiences understand the breadth and depth of our research, academics, and public engagement efforts.

General Guidelines

The campus logos must remain as originally drawn and proportioned and cannot be modified.

The clearance for the wordmark (left) must be equal to the height of the Block I. The clearance for the Block I, when appearing on its own, must be equal to the height of the horizontal stroke.

Designers should not place design elements in close proximity to the Block I or Illinois logo in an attempt to make the two appear to be a unit.

The Block I must appear on the cover of all publications.

Campus units can meet both guidelines by simply placing their departmental wordmark on the front of publications.

When using the Block I logo with the border, the minimum height of the logo and wordmark is 0.25” for print and 30 pixels on screen.

Additional guidelines can be found at creativeservices.illinois.edu/brand

Campus logos can be downloaded at creativeservices.illinois.edu/brand/logos-and-colors.html
There are two options for the Illinois College of ACES mark. When possible, use the formal wordmark option (top) with Agricultural, Consumer and Environmental Sciences spelled out.

The informal wordmark (bottom) can be used when referencing the college in a more informal tone or context, such as newsletters and merchandise.
The College of ACES is made up of numerous departments and units. In order to maintain consistency of our brand, it’s important that each unit adhere to a similar typographic treatment to each other.

All academic units referenced in a wordmark must include the College of ACES reference. These units are always written informally (not including “Department of,” “Program,” etc.). These have been provided by campus and cannot be modified.

For all other offices or programs that do not have an official wordmark, the Illinois or College of ACES marks may be used, while referencing your name, informally if possible, in stylized text. Differentiation (such as “Office of”) can be included for non-academic entities if more clarity is needed. These will be provided by ACES Communications & Marketing.

**ILINOIS**

Crop Sciences

**COLLEGE OF AGRICULTURAL, CONSUMER & ENVIRONMENTAL SCIENCES**

**ILINOIS**

Nutritional Sciences

**COLLEGE OF AGRICULTURAL, CONSUMER & ENVIRONMENTAL SCIENCES**

**ACES** Advancement

**ACES** Office of the Dean

**ACES** Alumni Association
VISUAL SYSTEM

The College of ACES visual system is designed to be flexible while reinforcing our promise and personality. This section will explain the use of typography, color, and image style. The flexibility of the system requires attention to all of these graphic elements in order to assure and strengthen our Illinois and ACES brand identity.
The College of ACES typography will align with the two university fonts, Gotham and Adobe Garamond Pro. Each typeface includes a variety of weights and styles to allow for flexibility. The use of these fonts will help ACES build a consistent and strong Illinois brand.

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<thead>
<tr>
<th><strong>Visual System</strong></th>
<th><strong>Typography</strong></th>
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<td><strong>Gotham</strong></td>
<td><strong>Adobe Garamond Pro</strong></td>
</tr>
<tr>
<td>Gotham Light Condensed</td>
<td>Adobe Garamond Pro Regular</td>
</tr>
<tr>
<td>Gotham Book Condensed</td>
<td>Adobe Garamond Pro Regular Italic</td>
</tr>
<tr>
<td>Gotham Medium Condensed</td>
<td>Adobe Garamond Pro Bold</td>
</tr>
<tr>
<td>Gotham Bold Condensed</td>
<td>Adobe Garamond Pro Bold Italic</td>
</tr>
<tr>
<td>Gotham Light</td>
<td>Gotham Light Italic</td>
</tr>
<tr>
<td>Gotham Book</td>
<td>Gotham Book Italic</td>
</tr>
<tr>
<td>Gotham Medium</td>
<td>Gotham Medium Italic</td>
</tr>
<tr>
<td>Gotham Bold</td>
<td>Gotham Bold Italic</td>
</tr>
<tr>
<td>Gotham Black</td>
<td>Gotham Black Italic</td>
</tr>
<tr>
<td>Gotham Ultra</td>
<td>Gotham Ultra</td>
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<tr>
<td>Gotham Ultra Italic</td>
<td>Gotham Ultra Italic</td>
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Color is an essential element in defining tone and its consistent use helps to enhance and strengthen our college and university brand.

**COLOR PALETTE**

**PRIMARY**

- PMS 7417 C
  - CMYK: 1/83/85/0
  - RGB: 232/74/39
  - HEX#: E84A27

- PMS 2767 C
  - CMYK: 100/90/10/77
  - RGB: 19/41/75
  - HEX#: 13294B

- PMS Cool Grey 6 C
  - CMYK: 0/0/0/40
  - RGB: 167/169/172
  - HEX#: a7a9ac

**SECONDARY**

- PMS 7578 C
  - CMYK: 0/70/86/0
  - RGB: 243/112/56
  - HEX#: f37038

- PMS 2955 C
  - CMYK: 100/65/10/50
  - RGB: 23/54/96
  - HEX#: 173660

- PMS Cool Grey 10 C
  - CMYK: 30/20/19/58
  - RGB: 94/99/103
  - HEX#: 5e6367

- PMS 536 C
  - CMYK: 36/21/12/0
  - RGB: 164/181/201
  - HEX#: a4b5c9

**TERTIARY**

- PMS 647 C
  - CMYK: 87/55/13/30
  - RGB: 25/83/126
  - HEX#: 19537e

- PMS 628 C
  - CMYK: 18/0/6/0
  - RGB: 206/235/238
  - HEX#: ceebee

The primary colors can be used interchangeably in ACES marketing materials, along with any of the secondary and tertiary colors as accents.

The secondary set of colors are intended to allow for flexibility and diversity amongst our many programs and departments while staying true to the palette that defines us as a college and a university. The tertiary colors are there to provide accents to materials that compliment the primary and secondary color palettes.
Image choice plays a critical role in reflecting our brand voice. The ACES image style consists of three categories: journalistic, conceptual, and textural. Choose images that reinforce one or more of the image drivers and support the ACES brand.

**Image Drivers**
- Leverage the University of Illinois brand
- Create a sense of belonging
- Convey global awareness and opportunities
- Represent promising scholarship
- Express inclusivity and community
- Communicate imagination and possibility
- Provoke dialogue and promote critical thinking
- Encourage interdisciplinary collaboration

**VISUAL SYSTEM**

**IMAGE STYLE**

**JOURNALISTIC**

**CONCEPTUAL**

**PHOTOGRAPHIC/TEXTURE**
The College of ACES editorial style and messaging section provides guidelines for communicating clearly and consistently about ACES. Language is a fundamental part of the ACES brand. Good writing enhances a brand by reinforcing what the brand stands for and increasing faith that the brand does what it says it does. The ACES key messages allow the brand to be more easily incorporated into our writing. It keeps our writing focused and allows us to develop a voice that will be uniquely recognizable to our audiences.
Clear and consistent writing contributes to successful communication and strong branding. Most issues covered here are not a matter of right or wrong usage, but simply of consistent practice, which we want to encourage across the college’s communication outlets. The University of Illinois Writing Style Guide (identitystandards.illinois.edu/writingstyleguide) is the basis for most of the uses suggested here. If questions cannot be answered through the U of I Writing Style Guide, please reference the AP Style Guide.

Referring to the Urbana-Champaign campus:

First reference: University of Illinois at Urbana-Champaign

Subsequent references: U of I or Illinois (do not use the acronym UIUC)

Do not capitalize university when the word is used alone as a noun or an adjective.

Examples: The University of Illinois at Urbana-Champaign is a world-class research university. The university is one of the largest recipients of National Science Foundation funding.

Referring to the College of ACES:

First reference: College of Agricultural, Consumer and Environmental Sciences

Subsequent references: College of ACES, ACES

Do not capitalize college when the word is used alone as a noun or an adjective. Please note, do not place a comma after Consumer in the college name. It is an exception to our serial comma rule. The college name should be listed as College of Agricultural, Consumer and Environmental Sciences.

Other style guidelines:

Abbreviations and acronyms: Use abbreviations and acronyms only when they are familiar to your readers. Avoid whenever possible. If needed, use the full version in the first reference and follow it with the abbreviated form or acronym in parentheses. Subsequent references should be the abbreviated form or acronym.

Example: National Science Foundation (NSF)

alumna/alumnae, alumnus/alumni: Alumnus is the singular form for a man who has attended a school; the plural is alumni. Alumna is the singular form for a woman who has attended a school; the plural is alumnae. Use alumni as the plural when referring to both men and women who have attended a school. In an informal context, alum(s) is acceptable usage.

a.m./p.m.: Use periods in a.m. and p.m.

Ampersand (&): Use the ampersand only when it is part of a company’s formal name or composition title.

Example: Procter & Gamble

Otherwise, spell out ampersands as words.

Examples: Agricultural and Biological Engineering; College of Agricultural, Consumer and Environmental Sciences

Bullets/lists: After each bullet or dash in a list, capitalize the first word and use a period at the end of each item.

Capitalization: In general, avoid unnecessary capitals. Do not capitalize freshman, sophomore, junior, or senior unless part of a formal name.

Academic degrees, departments, majors, titles, and programs: Use lowercase as a general rule. Capitalize proper nouns, titles, and acronyms and use lowercase for informal, shortened, or generic terms.

Examples:
- the dean of the college; Kim Kidwell, dean of the College of ACES; Dean Kidwell; the dean
- the Department of Food Sciences and Human Nutrition; the food sciences and human nutrition department; the department
- the Office of International Programs; OIP; the international programs office; this office
- Professor Jonathan Beever; Jonathan Beever, professor of animal sciences; the professor

Directional indicators: Lowercase except when they refer to specific geographic regions or popularized names for those regions.

Examples: midwestern, the Midwest, the Northeast, south of I-80
EDITORIAL STYLE

continued...

Presentation titles: Capitalize the first word and proper nouns only.

Proper nouns: For a shorthand reference to a proper noun (including university and college), use lowercase.

Examples: The college annually awards millions of scholarship dollars. Please direct your inquiry to the advancement staff.

Room: Capitalize the word room when used with the number of the room or when part of the name of a specially designated room.

Examples: Room 315, the Carson Room

Seasons: Lowercase spring, summer, fall, winter, and derivatives such as springtime unless part of a formal name.

child care center

Commas: In a series of three or more phrases or words, separate all parts of the series with commas.

Examples: Jessica, Cait, and Amar presented their student research. If the parts of the series themselves have commas, separate with semicolons to prevent misreading (though this construction is preferably avoided).

Corporation names: The full form of a company’s name should be used. Inc. and Ltd. may be dropped.

coursework, classroom

Degrees: Typically degrees can simply be referred to in narrative text as bachelor’s degree, master’s degree, and doctoral degree or doctorate.

Example: She earned her master’s degree at Oregon State and her doctorate at the University of Hawaii.

If circumstances warrant specifying the type of degree, use periods.

Examples: B.S., M.A., Ph.D.

e-mail: Short for electronic mail (noun) or to send an electronic mail message (verb). Do not use a hyphen.

emerita/emeritus: Use emerita when referring to male professors, emerita when referring to female professors. Note that this term should not be substituted for “retired.” Emeritus/emerita is a special status that must be officially approved by the university.

fundraising: One word in all cases.

health care system

Hyphens and dashes: Hyphens are used to join words to create compound modifiers and to separate syllables of a single word. Exception: compounds with “ly” adverbs are not hyphenated.

Examples: well-prepared lecture; commonly heard phrase

Do not use a hyphen in place of to in a range of values.

Examples: 25 to 50 mm; three to five years

An em dash is used to indicate a change in thought, similar to a colon. Do not use spaces before or after an em dash. Do not use more than one pair of em dashes in a sentence.

I Hotel and Conference Center

land-grant: Hyphenate when used as an adjective.

Example: The University of Illinois is a top land-grant institution.

Months and dates: When a month is used with a specific date, abbreviate. Spell it out when used alone or with a year. Use a comma before the year only if it is preceded by month and date.

Example: Feb. 21, 2012; February 2012

Names: Use first and last name the first time someone is mentioned. On second reference, use only last name with no title. Do not use courtesy titles such as Mr., Mrs., Miss, or Ms., unless they are part of a direct quotation.

Numbers: Spell out the numbers one through nine and use numerals for 10 and up. Exceptions: Spell out a number at the beginning of a sentence. Use numerals in percentages or with other units of measure (4 percent, 15 mg). If more than one number is used in a sentence, spell them out unless all are 10 and over.

ongoing

Prefixes: Don’t hyphenate a word with a prefix unless misreading is likely.

Examples: postdoctoral; anti-inflammatory

Science vs. sciences (in departmental and school names): Pay close attention to the correct form.

Example: Courses are offered in computer science and animal sciences.
**EDITORIAL STYLE**

**Spaces:** Use single spaces, not double, between sentences and after colons. (The use of double spaces has been superseded by the advent of word processing and proportional spacing.)

**Example:** I love the University of Illinois. It is a great place to learn and grow.

**States and countries:** When they stand alone, spell out the names of states and U.S. territories and possessions. Spell out the names of states, territories, or possessions when they follow the name of a city or other capitalized geographical term.

**Example:** Chicago, Illinois

When it is necessary to save space, the abbreviations listed below can be used. Do not abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, or Utah.


Spell out the names of countries. The abbreviation U.S. is acceptable when used as an adjective.

**Examples:** foreign policy of the United States or U.S. foreign policy

**Telephone numbers:** Use hyphens to separate, not parentheses or periods: 217-333-1000.

**Trademarks:** All registered trademarks are capitalized. In most cases, generic terms can be substituted.

**Examples:** Xerox/photocopy, Ping-Pong/table tennis, Kleenex/tissue. Where a trademarked name is necessary, do not use the trademark symbol.

**underrepresented, underresourced**

**University of Illinois Extension:** After the first use, shorten to Illinois Extension. When University of Illinois Extension is used as a noun, do not use the word “the” before the name. When the phrase is used as an adjective, do use “the” beforehand. Capitalize as part of “University of Illinois Extension.” Lowercase when used alone, in a generic sense.

**Examples:** The event is sponsored by University of Illinois Extension. The event is being held at the University of Illinois Extension office in Springfield. She wants to become an extension agent.

**Web/computer/digital terms:** Use the following style for these words:

- CD-ROM
- cellphone
- dialog box
- domain
- email
- fax
- home page
- internet
- intranet
- online
- podcast
- QR code
- smartphone
- web
- web page
- web feed
- webcam
- webcast
- website
The College of ACES is finding solutions to the world’s most critical challenges in order to create abundant food and energy, a healthy environment, and successful families and communities.

**Key terms:**
Innovation, Reputation, Community, Collaboration, Discovery, Solutions, Outreach, Opportunities
The College of ACES is a world-class educational and research institution with a unique ability to solve societal problems through interdisciplinary collaborations.

ACES delivers unsurpassed research that is fully integrated with our teaching and outreach programs.

ACES research and education centers, located throughout the state, provide a vital testing ground where research can generate practical applications that benefit consumers, farmers, commodity groups, agricultural organizations, environmentalists, conservationists, government agencies, industry, and business.

ACES provides the public greater access to higher education with a focus on agricultural, consumer and environmental sciences, while emphasizing the importance of research and innovation to the nation’s continuing success.

Knowledge is increased and lessons are learned all over the world by scientists, students, partners and clientele of ACES, leading to new solutions for some of the world’s most critical challenges.

ACES is giving faculty the resources to provide catalytic leadership that will not only positively impact society, but also prepare the next generation of professionals to meet global challenges.
• Over $3.5 million in scholarships are awarded each year to attract and financially support top quality students.

• A 94% freshman retention rate reflects the unique, compassionate, and excellent academic community in ACES programs that is supported by personalized advisors and educational resources.

• ACES graduates are prepared to address global grand challenges through over 400 study abroad opportunities in more than 60 countries.

• 35% of ACES graduates Study Abroad (compared to the campus, 25%).

• Students are transformed into leaders through participation in co-curricular programs and 40-plus student organizations.

• 80% of students have career-related work, volunteer, or internship experiences prior to graduating.

• Small college community with Big Ten campus opportunities.

• #1 in 4-year graduation rate in Big Ten (among schools offering similar programs). 76%

• 4-year graduation rate is double the national average.

• ACES graduates highly sought after by Fortune 500 companies and other employers.

• Nearly a third of ACES graduates pursue advanced degrees in a variety of disciplines, including the sciences, business, law, health, and medicine.

• #1 African American and #2 Hispanic for enrollment in the Midwest Ag Universities.

• College of ACES #2 Best College for Agricultural Sciences in America by Niche.
EXTENSION

- Illinois Extension provides practical education you can trust to help people, businesses, and communities solve problems, develop skills, and build a better future.

- The flagship outreach effort of the University of Illinois at Urbana-Champaign, Illinois Extension offers educational programs to residents of the state’s 102 counties—and far beyond.

- Extension offers research-based programs in nutrition, agriculture and natural resources, gardening, parenting, youth leadership, and economic and community development.

- Illinois Extension is committed to reaching new audiences with research-based programs tailored to meet local needs.

- Our programs reach more than 1.5 million people each year, including nearly 200,000 youth who participate in Extension’s 4-H youth development program.

- Illinois Extension is a leader in online education. Extension’s websites are viewed over 5 million times per month, and 100,000 people follow Extension on social media.
INTERNATIONAL PROGRAMS

- Engaged in more than 120 countries, ACES faculty and researchers have a dramatic impact around the world, creating abundant food and energy, a healthy environment, and successful families and communities.

- Faculty, staff, and students are encouraged to participate in international learning and scholarship opportunities and to solve problems with global dimensions.

- International Food Security at Illinois (IFSI), housed in ACES, is building better food systems for greater food security. We are interdisciplinary by nature and focused on the science of sustainable food and agriculture. IFSI serves as a hub to coordinate cooperation among four relevant programs at the University of Illinois towards a common goal of food security. These programs include: Soybean Innovation Lab (SIL), ADM Institute for the Prevention of Postharvest Loss, AgReach, and Realizing Increased Photosynthetic Efficiency (RIPE).
ADVANCEMENT

• Gifts received during the With Illinois Campaign will drive transformational learning opportunities, groundbreaking research, and public impact.

• Private and perpetual financial support ensures that the College of ACES will continue to fulfill the land-grant mission.

• With continued uncertainty in state funding, the college must shift to more reliable, diversified funding platforms to ensure progress and innovation.

• Financial support of infrastructure, faculty positions, and research influence the college’s ability to remain at the forefront of discovery to solve society’s most critical challenges, impacting the Illinois economy and people around the globe.

• Support for scholarships, graduate fellowships, and experiential learning provides financial accessibility for the best and brightest students. Leadership training, experiences outside the classroom, and research projects enhance classroom instruction, creating career-ready graduates.

• College of ACES community outreach programs and shared spaces benefit agricultural producers, business professionals, and the public. Staffing, infrastructure, and materials are required to continue to deliver the highly valued programs and maintain facilities that support the people of Illinois.

• There are numerous options for structuring financial commitments to the College of ACES, including cash, endowments, estate commitments, and gifts of farmland.

• The College of ACES Annual Fund enriches the student experience in the classroom and beyond. The annual fund is used for instructor continuing education, experiential learning opportunities, and ACES student group programming and projects.
The University of Illinois College of ACES Alumni Association is a group of passionate, engaged alumni who work to foster Illini spirit and advance the College of ACES.

Our work fosters unique relationship between students, alumni and the College of ACES, due to both our experience in the food and agricultural industries we serve and our passionate tie to ACES.

We build relationship and engagement by recruiting to prospective students, mentoring current students, speaking in classes, providing leadership and job shadow opportunities, offering financial support and serving as volunteers.
AGRICULTURAL AND BIOLOGICAL ENGINEERING

- Agricultural and Biological Engineering (ABE) is a department preeminent in learning, discovery, engagement, and economic development through integrating engineering, technology, and biological sciences.

- The domains of ABE are agricultural and biological systems and technology, food and bioproducts, energy, water, environment, and biological engineering.

- ABE integrates engineering, technology and life sciences to enhance complex living systems in global agriculture, food, energy, water, and environment.

- ABE provides student-centered educational experiences in engineering and technical systems management, conducts high-impact research, and shares value-added information, knowledge, skills, and wisdom.

- In ABE, we imagine a world with abundant food, energy, and water and a healthy environment. We are preparing students to help create this reality.
Agricultural Communications at Illinois is the country’s only program that interweaves the study of agricultural, and environmental, food, and nutritional sciences with that of journalism, advertising, marketing, multimedia, social media communications, and more.

Students access scholarships, internships, study abroad, career services, and research opportunities offered by two colleges—the College of ACES and the College of Media. Students develop expertise in agriculture and related topics taught by world-class ACES faculty while learning the principles and practices of the communications profession from award-winning faculty in the College of Media.

In the field of agriculture, communicators with scientific and technical expertise are among the college graduates currently in short supply.

Students choose one of two communication concentrations—Journalism and Advertising. Majors can apply the science and art of journalism or advertising to subject areas related to food, nutrition, feed, fiber, renewable energy, natural resource management, rural development, law and policy—locally and globally.

Ag Comm majors earn credits that constitute a minor in Food and Environmental Systems, which adds value to their degree. This minor enables them to develop strengths in animal or crop sciences, food science and human nutrition, natural resources, environmental sciences and policy, agricultural and consumer economics, and technical systems management.

Ag Comm graduates build careers in print, broadcast, and online journalism; advertising and branding; multimedia communication; media planning; social media, copywriting, public relations and promotions; corporate communications; publishing; and sales. They work for Fortune 500 companies, media groups, advertising and public relations agencies, government entities, universities, commodity, and other nonprofit organizations. Many are communication strategists for organizations that strive to achieve food security and international development.
AGRICULTURAL AND CONSUMER ECONOMICS

• The Department of Agricultural and Consumer Economics is an applied economics, finance, business, and policy department, with a division of concentrations in food, agriculture, environment, and consumer sciences.

• Experiential learning opportunities take our students all the way from California to Brazil to apply their classroom knowledge to real-life issues. They synthesize what they are learning by creating projects that communicate what they know through a presentation, video, or paper.

• ACE graduates are in high demand—they are hired in jobs ranging from large corporations to small start-ups and government agencies to international non-profit organizations. Many students continue on with graduate or law school.

• ACE’s FarmDoc website and blog have gained international followings for their online dissemination of extension information to farmers in Illinois and beyond.

• Research in ACE addresses the challenges of improving the quality of economic analysis, enhancing the performance of commodity and speculative markets, and increasing the analytical and management skills of decision makers in agribusiness and farming. ACE also seeks to improve the understanding of commodity and food markets for consumers, in addition to designing policies for environmental protection, resource management, economic development, and consumer issues.

• ACE’s highly ranked Financial Planning Program provides students the academic requirements needed to sit for the national CFP exam administered by the Certified Financial Planner Board of Standards, Inc.
AGRICULTURAL EDUCATION

- In the Agricultural Education Program, we are helping students develop skills necessary to work with people in a variety of settings (including high school classrooms, corporate-office or conference training, and workshop facilitation).

- Agricultural education graduates may pursue careers as high school agricultural teachers and FFA advisors, workshop presenters for businesses or non-profit organizations, a conference or event coordinators, Farm Bureau managers, extension specialists (4-H youth development) or extension educators, or human resources and communications professionals.

- Ag Science Education (ASE) is one of our two concentrations. ASE prepares students for careers in formal secondary (high school) agriculture classrooms as ag teachers and FFA advisors.

- ASE focuses on teaching strategies, learning theories, and FFA program management. Each student completes a student teaching experience during the final semester. Students gain hands-on experience at local, state, and national levels by participating in class projects, conducting workshops for middle- and high-school students, and networking with other agricultural education students across the country.

- Ag Leadership Education (ALE) is our second concentration. ALE prepares students for non-formal educational roles in agricultural businesses and organizations.

- ALE focuses on understanding human development, group dynamics, analysis of business and organizational needs, and communication skills. Every student completes a 10-week internship with an agriculture business or community organization.
ANIMAL SCIENCES

- Faculty in the Department of Animal Sciences (ANSC) conduct world-renowned research with food, companion, and exotic animals in state-of-the-art facilities in a variety of disciplines including reproduction, genetics, nutrition, physiology, microbiology, immunology, behavior, biomedical science, and meat science.

- ANSC students experience a comprehensive curriculum emphasizing hands-on activities that prepare them for a wide array of jobs including veterinarian, food animal producer, companion animal nutritionist, equine specialist, shelter manager or humane education specialist, food safety specialist, animal research scientist, and feed or pharmaceutical sales representative.

- ANSC faculty are engaged in all aspects of food animal production and management and share their expertise, not only in our classrooms, but also with producers, stakeholders and consumers throughout the state, country and world.

- The Department of Animal Sciences has faculty who specialize in companion animal and exotic species making our department a unique learning and research environment for students, as well as an important resource for industry professionals.

- Animal sciences students are encouraged to extend their learning and career networks beyond the classroom through off-campus internships, undergraduate research projects with our faculty, and short- and long-term study abroad opportunities all over the world.

- The Department of Animal Sciences conducts research and teaches our students at farms on campus and throughout the state. All animal sciences students spend time on our farms to gain skills in animal handling, management, and production. More than a third of our students find employment on our farms and in our research labs while they are in school.
CROP SCIENCES

- The Department of Crop Sciences is advancing agriculture through local and international research to increase food security while protecting the environment. Our internationally recognized faculty lead cutting-edge research programs that educate the next generation of agriculture professionals.

- Crop Sciences provides unique learning experiences for students such as hands-on research, internships, and study abroad travel. These opportunities offer valuable skills necessary to enhance food production and make significant contributions to sustainable agricultural production.

- Crop Sciences graduates pursue careers in many sectors of agriculture including: research, academia, government agencies, sales, and entrepreneurial endeavors. Nearly 30 percent of students choose to pursue graduate school.

- From plant breeding and molecular biology to sustainable food and fuel production systems, our internationally recognized faculty are a unique team of researchers working together to improve food security.

- The first of its kind, Computer Science + Crop Sciences (CS+CPSC), is an innovative major that prepares students to collaborate with researchers on managing, interpreting, and analyzing data to advance agriculture and technology practices.
FOOD SCIENCE AND HUMAN NUTRITION

- The Food Science and Human Nutrition (FSHN) department is an integrated unit drawing from the physical, life, and social sciences, with four undergraduate concentrations, in dietetics, food science, hospitality management, and human nutrition, and two graduate concentrations, in food science and in human nutrition.

- The basic human need for high-quality food fueling optimal health and wellness drives the core of FSHN’s student training and research.

- The FSHN mission is to implement education, research, and outreach programs designed to provide a safe, nutritious, affordable, and accessible food supply that enhances human health.

- FSHN prepares graduates for careers in industry, non-profits, government, and academia, with position titles such as food product developer, dietitian, food systems manager, nutritionist, quality control specialist, research scientist, owner, senior event planner, food management associate, global food and nutrition manager, and food and nutrition policy analyst. Many undergraduates in the department train for pre-professional degrees in the medical and health fields.

- FSHN engages students in a blend of classroom-based and experiential learning, along with field trips, study abroad, and undergraduate research, to teach fundamental knowledge and innovative approaches to solving complex problems in food systems and human health and wellness.
HUMAN DEVELOPMENT AND FAMILY STUDIES

• The Department of Human Development and Family Studies (HDFS) addresses contemporary social issues that affect children, youth, adults, and families through interdisciplinary research, exceptional teaching, and innovative outreach programs.

• HDFS faculty, leaders in their fields, have made pioneering advances in many domains—LGBT families, family/child health, intimate partner violence, positive youth development, culturally sensitive obesity prevention, adolescent risk/resilience from an international perspective, race/ethnicity and poverty, father involvement, children’s emotional regulation, and more.

• HDFS students reap the benefits of a small, highly ranked department in a major university setting. They learn from award-winning faculty in small classes and receive one-on-one mentorship and individualized advising. They contribute in significant ways to cutting-edge research, pursue internships addressing their interests and career goals, and experience unique faculty-led study abroad opportunities.

• HDFS translates research in ways that capture the attention of policymakers and positively affect everyday lives. Our outreach projects and research-based interventions are relevant to local, statewide, national, and international stakeholders.

• HDFS is home to the Family Resiliency Center—a transdisciplinary research, policy, and education center—and the Child Development Laboratory as well as the Child Care Resource Service and The Autism Program. These centers and services help meet the needs of community members while fostering student involvement through internships and applied research.

• HDFS graduate students have become university professors and researchers in applied settings. Our undergraduates go on to pursue careers in counseling, family law, medicine, social work, early childhood education, and human resources—often after specialized graduate training.
NATURAL RESOURCES AND ENVIRONMENTAL SCIENCES

- The Department of Natural Resources and Environmental Sciences (NRES) is an interdisciplinary unit with biological, physical, and social scientists working together to increase the sustainability of natural and human environments from the local to global scale.

- NRES students experience a unique learning environment and curriculum that is at the dynamic interface of traditional classroom instruction, bench science, and hands-on field experiences.

- The NRES faculty represent a unique mix of disciplines ranging from ecologists to economists and lawyers. This diversity fosters a deep understanding of the complexities of modern environmental issues and their solutions.

- A global perspective is critical for understanding and solving today’s environmental challenges. During their undergraduate career, 2 out of 5 NRES students study abroad—higher than the campus average.

- The NRES curriculum prepares students to enter environmental professions in every arena: consulting, government (from local to national), corporate, and non-profit. Graduates are improving the environment through their work in sustainability policy, global change, sustainable energy, water quality, food security, and biodiversity conservation.
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