ENTERTAINMENT TECHNOLOGY

COURSE NUMBER: 6050C	CLASS LOCATION: NRG 205 – THE PICT
SEMESTER/YEAR: SPRING 2017	CLASS MEETING TIME(S): TUES 8-9 PERIOD / 10 PERIOD
CREDIT HOURS: 3	**Office location/Hours: TBD**
INSTRUCTOR: Michael Clark	**CONTACT EMAIL:** mcinstructs@gmail.com
CONTACT PHONE: (352) 294-2000	**COURSE WEBSITE:** DIGITALWORLDS.UFL.EDU/PROGRAMS/BA-IN-DAS/

COURSE DESCRIPTION

The course will empower students to develop a design vocabulary to speak about entertainment technology, concepts and workflows. Students will complete assignments in various aspects of production presentation including image research, equipment specification, system implementation, graphics work, cueing and programming a supporting or sustaining module. Discussion will include theoretical and historical foundations, but the focus is on the student understanding and mastering the tools and systems for a successful design implementation.

The class is setup as an instructional forum that guides students in an overall scheme for a system of design. Practical projects will be given on a weekly or bi-weekly basis to complete for class critique. Students are expected to present and to explain their design choices, approaches and solutions to the class using the correct terminology. A final group project will result in a performance supported directly by the use of entertainment technologies open to the public at the end of the semester.

PREREQUISITE KNOWLEDGE AND SKILLS

Computer usage, Mathematics skills and a foundation in theatrical production will all benefit the student in this class. Familiarity with the ADOBE suite of products is required. A working knowledge of Photoshop and After Effects are expected. Other technologies will be introduced during the course.

PURPOSE OF COURSE

To empower the creative research and development needed for the confluence of digital media production and live event performance.

COURSE GOALS AND/OR OBJECTIVES:

By the end of this course, students will be able to:

1. Understand the historical and theoretical dimensions of digital technology applied to entertainment events.

2. Understand and use terminology specific to the industry of entertainment in combination with the technological tools

3. Students will work as a team to produce a class project module combining acquired knowledge and utilizing talents within the class.

4. Design effects and cue content for digital media.

5. Recognize and use a wide variety systems and equipment usage for applications in entertainment technology

COURSE SCHEDULE:

While there is not a Final Exam per se, the Final Group Project will result in a large-scale digital media production that will be staffed and presented by students in the class. The dates of the projected performances are Thursday – Saturday April 20-22.

DAY	DATE	TOPIC	LAB	Assignments Given & Due
THURSDAY WEEK 01	1/5/17	Lecture: Introductions, review of upcoming coursework		TECHNOLOGY RESEARCH PROJECT GIVEN
TUESDAY WEEK 02	1/10/17	Script and Music Analysis/ Possible Guest Speaker		
THURSDAY WEEK 02	1/12/17	Lecture: Tools of Entertainment Technology		
TUESDAY WEEK 03	1/17/17		In CLASS REVIEW OF PROJECTS	**TECHNOLOGY RESEARCH PROJECT DUE**
THURSDAY WEEK 03	1/19/17	Finding Inspiration (an ongoing topic!) starting your own capture library		MUSIC and VISUALS PROJECT GIVEN
TUESDAY WEEK 04	1/24/17	Discussion The image or sound list. Your template for what follows		
THURSDAY WEEK 04	1/26/17	Lecture: Projection Paperwork examples		
TUESDAY WEEK 05	1/31/17		In CLASS REVIEW OF PROJECTS	**MUSIC and VISUALS PROJECT DUE**
THURSDAY WEEK 05	2/1/17	Lecture: Rendering concepts and What the Storyboard is for		STORYBOARD AND CUE CONCEPT PROJECT
TUESDAY WEEK 06	2/7/17	Lecture: System Design		
THURSDAY WEEK 06	2/9/17	Lecture: Projection Math		
TUESDAY WEEK 07	2/14/17	Storyboard Standards and apps		
THURSDAY WEEK 07	2/16/17	Lecture: Multi Unit Projection/Advanced Fielding/ Projection Mapping		

TUESDAY WEEK 08	2/21/17			
THURSDAY WEEK 08	2/23/17	Details of Content Construction and Capture		
TUESDAY WEEK 09	2/28/17		**In CLASS REVIEW OF PROJECTS**	**STORYBOARD AND CUE CONCEPT PROJECT DUE**
THURSDAY WEEK 09	3/1/17	**Animatics "Living Storyboard"**		
SPRING BREAK				
TUESDAY WEEK 10	3/14/17	Discussion of Installation, Theater Protocol, Working with others in Technical rehearsals, etc.		PAPERWORK PROJECT GIVEN
THURSDAY WEEK 10	3/16/17	**Applications to show Equipment Placement**		
TUESDAY WEEK 11	3/21/17	Applications to show Equipment Connections		
THURSDAY WEEK 11	3/23/17		**In CLASS REVIEW OF PROJECTS**	PAPERWORK PROJECT DUE
TUESDAY WEEK 12	3/28/18	**Entertainment Media Software discussion**		CONTENT CREATION PROJECT GIVEN
THURSDAY WEEK 12	3/30/17	Graphic compositing introduction		
TUESDAY WEEK 13	4/4/17	Editing Video and Sound		
THURSDAY WEEK 13	4/6/17	**Graphic Compositing as relates to programming**		
TUESDAY WEEK 14	4/11/17		**In CLASS REVIEW OF PROJECTS**	**CONTENT CREATION PROJECT DUE**
THURSDAY WEEK 14	4/13/17	Programming and Archiving		
TUESDAY WEEK 15	4/18/17	Setup and rehearsals		FINAL GROUP PROJECT GIVEN
THURSDAY WEEK 15	4/20/17	World Premiere Performances		

PRODUCTION PRACTICAL WEEK OF 4/17/17		THURS, FRIDAY & SATURDAY April 20, 21 & 22		TECH FOR PRODUCTION
CLASSES END 4/24/17				**GRADING ON GROUP PROJECT**

TEXTBOOKS, SOFTWARE AND INSTRUCTIONAL MATERIALS:

While there isn't a required textbook, the Instructor will be suggesting reading and research and bringing articles and documents. The students will wind up with a "workbook" of notes and information to refer to at the end of the course. Students should have personal access to the Adobe Creative Suite or CC and a working knowledge of Photoshop and After Effects are expected. Other technologies will be introduced during the course session.

COURSE FEES:

Material and supply fees are assessed for certain courses to offset the cost of materials or supply items consumed in the course of instruction. A list of approved courses and fees is published in the Schedule of Courses each semester. (UF-3.0374 Regulations of the University of Florida)
Material and supply and equipment use fee information is available from the academic departments or from the schedule of courses (Florida Statutes 1009.24). The course fee for this class is $39.40

EVALUATION OF GRADES

Assignment or Course Component	Points	Percentage of Grade
Projection Research Project	1000	10%
Music and Visuals Project	1500	15%
Storyboard Project	1000	10%
Projection "paperwork" Project	1500	15%
Content Creation Project	1500	15%
Final Group Project	1500	15%
Course Participation – Students are expected to actively participate in class discussions, both in class as well as in class online forums outside class meetings.	1000	10%
In-class Quizzes	1000	10%

GRADING SCALE:

Letter Grade	% Equivalency	GPA Equivalency
A	94 – 100%	4.0
A-	90 – 93%	3.67
B+	87 – 89%	3.33
B	84 – 86%	3.00
B-	80 – 83%	2.67
C+	77 – 79%	2.33
C	74 – 76%	2.00
C-	70 – 73%	1.67
D+	67 – 69%	1.33
D	64 – 66%	1.00
D-	60 – 63%	.67
E, I, NG, S-U, WF		0.00

More information on grades and grading policies is here:
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

COURSE POLICIES:

ASSIGNMENTS
There are a number of class projects. It is important to complete the class projects in the time assigned, as completed projects will become the basis for continued projects. Most projects will need to be completed in the week interim between course meetings.

GRADING
Your assignment grades will be based on these factors:
- Your understanding of the assignment and your ability to follow instruction
- The completion of the project during the time required
- That all factors that are in the assignment are addressed completely and correctly
- Your quality, level of research, preparedness and ability to discuss your project using the correct terminology when called upon.

PARTICIPATION / ATTENDANCE
We value participation more than mere attendance. Each Instructor is responsible for communicating the specific details of what percentage of your grade (if any) will be assigned to participation, and how class participation will be measured and graded. Real Time [RT] interaction with your peers and the Instructor will empower you to greater achievement. Attendance to receive the proper instruction and example is paramount to your success in this class   if your absence cannot be avoided please contact the Instructor prior to the class session that needs to be missed. More than one (1) unexcused absence will result in a deduction of 5% of the participation grade for each missed session.

QUIZ/EXAM POLICY
Quizzes will not be announced and will take place during the class session. Exams / Class Completion project deadlines will be announced. Late or Missed Exams will be marked down unless a prior arrangement is made.

MAKE-UP POLICY Late assignments or Missed Exams will be marked down unless a prior arrangement is made. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

COURSE TECHNOLOGY
The students will be required to have access to, and use a personal computer with the access to the Internet. Word editing software will be required for written assignments. Students should have personal access to the Adobe Creative Suite or CC and a working knowledge of Photoshop and After Effects are expected. Other technologies will be introduced during the course session.

COURSE COMMUNICATIONS
Students can communicate directly with the Instructor regarding the course material through the course management system (CANVAS).

UF POLICIES:

UNIVERSITY HONESTY POLICY
UF students are bound by The Honor Pledge that states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (https://www.dso.ufl.edu/sccr/process/student-conducthonor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

CLASS DEMEANOR
Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

STUDENTS REQUIRING ACCOMMODATIONS
Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once

registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

NETIQUETTE COMMUNICATION COURTESY
All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats, more information can be found at: http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

ONLINE COURSE EVALUATIONS
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/.

CAMPUS RESOURCES

HEALTH AND WELLNESS
> **U Matter, We Care**
> If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.
>
> Counseling and Wellness Center
> http://www.counseling.ufl.edu/cwc/Default.aspx, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
>
> Sexual Assault Recovery Services (SARS)
> Student Health Care Center, 392-1161.
>
> University Police Department, 392-1111 (or 9-1-1 for emergencies). http://www.police.ufl.edu/

ACADEMIC RESOURCES
> E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml.
>
> Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. http://www.crc.ufl.edu/
>
> Library Support, http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.
>
> Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. http://teachingcenter.ufl.edu/
>
> Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. http://writing.ufl.edu/writing-studio/
>
> Student Complaints Campus:
> https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf
>
> On-Line Students Complaints:
> http://www.distance.ufl.edu/student-complaint-process

Disclaimer: This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.