

DIG 2121 PRINCIPLES OF DIGITAL VISUALIZATION

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COURSE NUMBER: DIG 2121	CLASS LOCATION: ORC
SEMESTER/YEAR: SPRING	CLASS MEETING TIME(S): Mon, Tue 10:40-11:50 Wed, Thu 11:50-12:40
CREDIT HOURS: 3	Office location/Hours: DW 116 Wed 12:50-1:50
INSTRUCTOR: Michael Clark	CONTACT EMAIL: Michael@digitalworlds.ufl.edu
CONTACT PHONE: (352) 294-2000	COURSE WEBSITE: ELEARNING.UFL.EDU

COURSE DESCRIPTION

PREREQUISITE KNOWLEDGE AND SKILLS

This is a course that will help prepare students for application to the Bachelors of Arts in Digital Arts & Sciences degree and/or to develop a heightened sense of visual fluency.

PURPOSE OF COURSE

This course will develop appreciation and basic fluency in the application of visual and design literacy into emergent forms of digital media. Historical and theoretical perspectives inform hands-on learning across topics including pre-visualization and storyboarding in static and time-based media, and the critical analysis of contemporary and iconic visual storytelling.

COURSE GOALS AND/OR OBJECTIVES:

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

1. Identify and apply visualization concepts in a variety of design environments
2. Demonstrate an understanding of historic and current practice visualizing concepts and data
3. Analyze, discuss, and demonstrate effective communication of concepts and data via visual presentations

COURSE SCHEDULE: The course meets twice weekly during the 4th and 5th periods.

TEXTBOOKS, SOFTWARE AND INSTRUCTIONAL MATERIALS:

While there isn't a required textbook, the Instructor will be suggesting reading and research and sharing a variety of instructional resources. The students will work with a personal "workbook" of visualization sketches and information to refer to at the end of the course. Students should have personal access to the Adobe Creative Suite or CC and Google Drive. 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 **\$8.00**

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DATE	TOPIC	Assignments Given & Due
<p><u>WEEK 01</u></p>	<p>-Introductions, review of upcoming coursework</p> <p>The Science of Color and Color Vision</p> <p>-Define Lighting, Color, shapes, and angle placement in composition.</p> <p>-Early forms of visualization in history</p>	<p>Photoshop Demo: explore interface.</p> <p>Assign: Drawing using shapes/cross hatch (Participation points)</p>
<p>WEEK 02</p>	<p>Define visual terminology:</p> <p>-Using the Frame; Aspect Ratio, Image Components and the Story</p> <p>- Balance, rule of thirds, etc.</p> <p>- What makes a good composition</p> <p>Drawing and Understanding Drawings</p>	<p>Photoshop Drawing demo: Demo shapes.</p> <p><u>Assign:</u> Drawing exercise- fill 1 page</p>
<p>WEEK 03</p>	<p>Visualization of Objects and Data; The Tangible and Intangible</p> <p>-Color theory.</p> <p>-Composition</p> <p>-Atmospheric perspective.</p>	<p>Photoshop Demo</p>
<p>WEEK 04</p>	<p>Data Visualization and Storytelling</p> <p>Quiz 1 – Composition Terms</p> <p>-Storyboards</p> <p>-Animatic</p>	<p>Assignment 1 Due - Assignment 2 Given</p> <p>Assign: Draw an object and create a light source. Use ambient, directional, and spotlight techniques. Fill one page.</p>

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WEEK 05	<p>Perception of Space and Environment</p> <p>-how color and space tell a story Static and Moving Patterns, Computer Tool Sets</p>	
WEEK 06	<p>Post Production</p> <p>-Pre-visualization to final results. -Data organization seen in pipelines Considerations in Time-based Media; Iconic imagery and the rise of Cinematic Conventions</p>	<p>Assignment 2 Due- Assignment 3 Given</p> <p>Assign: Create a storyboard. 1 page</p>
WEEK 07	<p>Quiz 2 – Visual Story terms</p> <p>Optics, Resolution and the Display System; Lightness, Brightness, Contrast and Constancy</p>	<p>Photoshop/Illustrator cross over and demo</p>
WEEK 08	<p>Data Visualization</p> <p>-Define info graphics, timelines, and graphs. - Explanatory vs. exploratory.</p>	<p>Assignment 3 Due – Assignment 4 Given</p> <p>Assign: Create a poster with assigned prompt. Use color and mood to define your poster.</p>
WEEK 09	<p>The Science of Color and Color Vision</p>	
WEEK 10	<p>What colors represent information the clearest? -Examples through charts</p>	<p>Assignment 4 Due. – Assignment 5 given</p> <p>Assign: Create an exploratory and explanatory chart.</p>

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	-Font and typeface	
WEEK 11	Use of the Camera; Lenses and the Capture of Light	
WEEK 12	Individual Student Research Presentations: Analysis of Iconic Time-Based Media	Assignment 5 Due - Assignment 6 Given Assign:
WEEK 13	Use of Pre-visualization; Techniques and Applications	
WEEK 14	Final Exam review and final critique	Assignment 6 Due
WEEK 15	Final Exam	Final Exam

EVALUATION OF GRADES

Assignment or Course Component	Points	Percentage of Grade
Three Quizzes	100	15%
Five Class Assignments	100	25%
Research and Culminating Project	100	25%
In Course Participation – Students are expected to actively participate in class discussions, both in class as well as in class online forums outside class meetings.	100	10%
Attendance	100	5%

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

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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.

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COURSE COMMUNICATIONS

Students can communicate directly with the Instructor regarding the course material through the course management system (CANVAS). Electronic communication must demonstrate a formal tone and style and, unless absolutely urgent, will be responded to M-F 10am – 6pm

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.

PLAGIARISM

Plagiarism is a violation of the UF honor code. A student shall not represent as the student’s own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment, which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.

Students shall not use unauthorized materials or resources in an academic activity. Unauthorized materials or resources includes any paper or project authored by the student (or another student) and presented by the student for the satisfaction of any academic requirement if the student previously submitted substantially the same paper or project to satisfy an academic requirement and did not receive express authorization to resubmit the paper or project.

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

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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.

1. 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.