

# SENIOR PROJECT IN DAS

<b>COURSE NUMBER:</b> DIG4970	<b>INSTRUCTOR:</b> PROFESSOR KYLE BOHUNICKY
<b>SEMESTER/YEAR:</b> SPRING 2018	<b>OFFICE LOCATION/HOURS:</b>
<b>CREDIT HOURS:</b> 3.0	<b>CONTACT EMAIL:</b> KYLE@DIGITALWORLDS.UFL.EDU
<b>CLASS LOCATION:</b> NRG 0120	<b>CONTACT PHONE:</b> (352) 294-2000
<b>CLASS MEETING TIME(S):</b> M 3 – 4:55 PM / W 4:05 – 4:55 PM	<b>COURSE WEBSITE:</b> ufl.instructure.com/courses/347793
<b>SECTIONS:</b> 068C, 2C22, 2C32	

## COURSE DESCRIPTION

As the capstone project of the BADAS experience, students will create a usable portfolio as well as media project that reflects the culmination of the knowledge and technique developed throughout the program. Students will receive focused presentations and feedback from DW faculty and guest presenters on topics related to the Digital Arts & Sciences. Students may elect to pursue a single (solo) project, or collaborate in the creation of an approved team-based project. The semester will culminate in a “senior showcase,” a professional event where students will display and curate their materials.

## PREREQUISITE KNOWLEDGE AND SKILLS

- Senior status in the BA in DAS program.

## PURPOSE OF COURSE

To provide an advanced-level opportunity where applied creativity will be used to demonstrate achievement and understanding of cultural & technical practices in the Digital Arts & Sciences (DAS). To ensure graduating seniors are best equipped to succeed in the marketplace and/or go on towards advanced graduate studies, presentations and feedback from a variety of specialists will cover matters related to the successful undertaking of a career in DAS.

**COURSE GOALS AND/OR OBJECTIVES:** *By the end of this course, students will be able to:*

1. Showcase a major artifact or publication-ready document demonstrating considerable accomplishment in their chosen area of the Digital Arts and Sciences
2. Evidence a deeper understanding of common business and industry practices and expectations
3. Demonstrate fluency in both technological systems and digital design practices
4. Give a compelling professional-level final presentation of their work, either solo or team-based
5. Add a major and significant piece of work to their portfolio

## COURSE SCHEDULE:

This schedule is only a guide and is subject to change. Unless otherwise indicated, assignments and readings are

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due the day they are listed on the syllabus, not the following day.

Date	Class Discussion
Jan 8 <sup>th</sup>	<b>Topic</b> Syllabus and Assignments Review
Jan 10 <sup>th</sup>	<b>Topic</b> Overview of Project Proposal: Requirements and Components
Jan 15 <sup>th</sup>	<b>NO CLASS - HOLIDAY</b>
Jan 17 <sup>th</sup>	<b>Topic</b> Creating “buy-in:” Effective and Ineffective Proposal Design
Jan 22 <sup>nd</sup>	<b>Topic</b> Ah-ha! Developing an effective idea for your project Discussion Curation: DAS Alums Nick Saunders and Nick Diaz  <b>Assignment</b> Watch (and, if possible, play) Neighbors!
Jan 24 <sup>th</sup>	<b>Topic</b> Where’s the value? Your project and your career Discussion Curation: DAS Alums Abby Keeter and Jamie Liu  <b>Assignment</b> Watch Mime Your Own Business
Jan 29 <sup>th</sup>	<b>Topic</b> Presenting yourself (and dealing with criticism) Discussion Curation: Ms. Cantrell  <b>Assignment</b> Begin working on Treatment Prepare video proposal
Jan 31 <sup>st</sup>	<b>Topic</b> In-class proposal design day  <b>Assignment</b> Bring proposal video to class for feedback and review <b><u>(YOT student submit proposal video BEFORE class)</u></b>

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	Prepare proposal videos for next week
<b>Feb 5<sup>th</sup></b>	<p><b>Topic</b> Group 1 Proposal Pitch and Feedback</p> <p><b>Assignment:</b> Group 2 prepare for Wednesday</p>
<b>Feb 7<sup>th</sup></b>	<p><b>Topic</b> Group 2 Proposal Pitch and Feedback</p> <p><b>Assignment:</b> Submit Treatment by Sunday at 11:59 PM</p>
<b>Feb 12<sup>th</sup></b>	<p><b>Topic</b> Planning for success: Developing a schedule for completing your project Discussion Curation: Kane Pour and Alec Montalbano</p> <p><b>Assignment:</b> Play Pico Pipeline due by Sunday at 11:59 PM Join Slack and set up channel</p>
<b>Feb 14<sup>th</sup></b>	<p><b>Topic</b> Introduction to Portfolios Discussion Curation: Ms. Cantrell</p> <p><b>Assignment</b> Weekly Update 1 posted in slack Sunday, 11:59 PM</p>
<b>Feb 19<sup>th</sup></b>	<p><b>Topic</b> Sticking to it: Making progress and staying on track Discussion Curation: Brent Lopez</p> <p><b>Assignment</b> Play Precipitate</p>
<b>Feb 21<sup>st</sup></b>	<p><b>Topic</b> Portfolio Materials: Demo Reel Discussion Curation: Ms. Cantrell and Mr. Karlson</p> <p><b>Assignment</b> Weekly Update 2 posted in slack Sunday, 11:59 PM</p>
<b>Feb 26<sup>th</sup></b>	<p><b>Topic</b> Razzle Dazzle: Finding ways to impress and entertain Discussion Curation: Hae-Yang Chang</p>

	<p><b>Assignment</b> Watch Ipsum</p>
<p><b>Feb 28<sup>th</sup></b></p>	<p><b>Topic</b> Portfolio Materials: Resume and Cover Letter Discussion Curation: Ms. Cantrell</p> <p><b>Assignment</b> Weekly Update 3 posted in slack Sunday, 11:59 PM</p>
<p><b>Mar 12<sup>th</sup></b></p>	<p><b>Topic</b> Kill Your Darlings: Editing and project feasibility Discussion Curation: Greg Gonzalez and Phil Corrado</p> <p><b>Assignment</b> Play Out of Vacation Days</p>
<p><b>Mar 14<sup>th</sup></b></p>	<p><b>Topic</b> Portfolio Materials: Business cards, promotional materials, and professional presentation Discussion Curation: Ms. Cantrell</p> <p><b>Assignment</b> Weekly Update 4 posted in slack Sunday, 11:59 PM</p>
<p><b>Mar 19<sup>th</sup></b></p>	<p><b>Topic</b> From classroom to career: designing materials for future employers Discussion Curation: Kendall Robertson</p> <p><b>Assignment</b> Watch Vid Discuss project trailers</p>
<p><b>Mar 21<sup>st</sup></b></p>	<p><b>Topic</b> In-class design day</p> <p><b>Assignment</b> Post Resume, Cover Letter, and business card drafts by 11:59 PM on Sunday</p>
<p><b>Mar 26<sup>th</sup></b></p>	<p><b>Topic</b> In-class design day</p>

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<b>Mar 28<sup>th</sup></b>	<p><b>Topic</b> In-class design day</p> <p><b>Assignment</b> Weekly Update 5 posted in slack Sunday, 11:59 PM <b>Prepare project trailers for review</b></p>
<b>April 2<sup>nd</sup></b>	<p><b>Topic</b> First group of trailers with feedback</p>
<b>April 4<sup>th</sup></b>	<p><b>Topic</b> Second group of trailers with feedback</p> <p><b>Assignment</b> Weekly Update 6 posted in slack Sunday, 11:59 PM</p>
<b>April 9<sup>th</sup></b>	<p><b>Topic</b> Third group of trailers with feedback</p>
<b>April 11<sup>th</sup></b>	<p><b>Topic</b> In-class design day</p>
<b>April 16<sup>th</sup></b>	<p><b>Topic</b> In-class design day</p>
<b>April 18<sup>th</sup></b>	<p><b>Topic</b> In-class design day</p>
<b>April 23<sup>rd</sup></b>	<p><b>Topic</b> In-class design day</p> <p><b>Assignment</b> Portfolio and project materials due in class on Wednesday</p>
<b>April 25<sup>th</sup></b>	<p><b>Topic</b> In-class design day</p>
<b>April 26<sup>th</sup></b>	<p><b>Senior showcase</b></p>
<b>May 2<sup>nd</sup></b>	<p><b>Portfolio and Project due by 11:59 PM</b></p>

**REQUIRED TEXTBOOKS AND SOFTWARE:**

None

**COURSE FEES:**

Course 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 total course fee for this class is \$46.00

The total course fee for each course is listed on the UF Schedule of Courses.

[\(https://registrar.ufl.edu/soc/\)](https://registrar.ufl.edu/soc/).

**EVALUATION OF GRADES**

Assignment	Total Points	Percentage of Grade
<b>Proposal</b> – 1 minute video pitch of project idea	100	10%
<b>Project Trailer</b> – 2 minute video overview of nearly finalized project	100	20%
<b>Portfolio</b> – Resume, Cover Letter, Demo Reel, Business Card, Poster, Web Presence	100	30%
<b>Project</b> – Capstone presentation of the Senior Project, specific format and delivery will be based on project content. Feedback to be provided from DW faculty and any established project Mentors.	100	30%
<b>Participation</b> – Students are expected to actively participate in class discussions, both in class as well as in class online forum after each class meeting. <b>Note: Students working or talking during class will be given a 0 for the day.</b>	100	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:

### 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.

In our course, attendance for On-Campus and RT On-Line students is mandatory. Students are allowed **three unexcused absences**. If you miss more than **three classes** during the semester, each additional absence will lower your overall grade by **100 points**. If you miss more than **six classes**, you will fail the course. Exempt from this policy are only those absences involving university-sponsored events, such as athletics and band, and religious holidays, family emergencies, and health issues for which **you must provide appropriate documentation in advance of the absence**.

Additionally, tardiness will not be tolerated. If you are tardy for three class periods, you will receive an unexcused absence.

YOT On-Line students will be expected to stay in sync with the rest of the class, and to achieve their participation portion by recording/writing their responses to course material in advance of each lecture at least once a week.

### MAKE-UP POLICY

Unless discussed at least 72 hours in advance of the deadline, late assignments will not be accepted. Excluded from this policy are any assignments missed due to medical emergencies.

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.

### 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 from 9 AM to 5 PM.*

### **VIDEO LECTURE CAPTURE**

High-quality video lecture capture of this course is available only for enrolled students. These video captures are edited and posted within 24-48 hours of the class meeting for the benefit of the Your Own Time [YOT] students and to offer the potential for review by on-campus and Real Time [RT] online students. For the on-campus and RT students, watching lectures in lieu of attending and participating in class is NOT acceptable.

Your Instructor will provide you with this semester's login information during the first week of class. It is not permissible to share or distribute video login information to anyone other than officially enrolled students of this course. Lecture videos can be found at <https://vimeo.com/digitalworlds>.

## **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](#) 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) 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](#). 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 [evaluation results](#).

## **CAMPUS RESOURCES**

### **HEALTH AND WELLNESS**

#### **U Matter, We Care**

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto: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](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.*