DIGITAL PORTFOLIO

COURSE NUMBER: DIG43588C	**INSTRUCTOR:** CHELSEA CANTRELL
SEMESTER/YEAR: SPRING 2019	**OFFICE LOCATION/HOURS:** TBA
CREDIT HOURS: 3.0	**CONTACT EMAIL:** CANVAS
CLASS LOCATION: NRG 0120	**CONTACT PHONE:** (352) 294-2000
CLASS MEETING TIME(S): T 7, TR 7 - 8	**COURSE WEBSITE:** elearning.ufl.edu

COURSE DESCRIPTION

This course provides technical and design skills for the creation of a digital portfolio with interactive media suitable for distribution, including takeaways and a portfolio website. The course also covers techniques for using and linking social media, digital branding and personal marketing.

PREREQUISITE KNOWLEDGE AND SKILLS

- DAS major and Junior standing or above
- Experience with Adobe Photoshop and Illustrator

PURPOSE OF COURSE

This course allows students to develop presentation skills as well as completed polished presentations of their own work to accurately and professionally represent themselves post-graduation.

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

1. Identify and research networking tactics that will benefit job field searches
2. Create and modify an ongoing and ever-changing online portfolio and resume website
3. Develop a sense of professional presence and representation
4. Expand on a personal brand and representation of self-marketing purposes
5. Complete digital / tangible takeaways to effectively represent themselves in professional environments

COURSE SCHEDULE:

This course does not have a final exam. This course contains an ongoing project for a final presentation that the semester prepares for, and supplements.

Exam times for courses will be announced in advance of each semester by the University of Florida Registrar's Office at http://www.registrar.ufl.edu/soc/

Week	Topic	Assignments/Quizzes
1	Intro: -syllabus overview -ongoing assignment -grading policy/ late policy	**Assign 1: Statement of Purpose.** Write one paragraph.

	Survey- Covering the markets based on interests	
2	Proper use of text - Illustrator overview - How text impacts the audience End of semester senior showcase details **	*Assignment 1 due: Jan 15* **Assign 2: Create your resume.** Upload your current -or- create a V1.
3	Creating a brand - Importance of packaging - Creating a palette - Presenting a mock up	*Assignment 2 due: Jan 22* **Assign 3: Create your brand.** Develop a mock up to represent yourself.
4	Research your market - Where is your market? - How to contact industry professionals	*Assignment 3 due: Jan 29* **Assignment 4: Find your connections.** Develop a contact list.
5	Online presence - Do's and don'ts on social media - Online portfolio - Representation	**Cont. assign 4.** Ongoing Assignment. Continue working on your Final Package.
6	Organization - Indesign, shot sheets, and flatbooks - Which presentation works for you work - REMINDER: Ongoing project Due week 9.	*Assignment 4 due: Feb 12* Ongoing Assignment. Continue working on your Final Package.
7	GROUP PROJECT - Network Group project: in class session - Guest Lecture (TBD)	**Assignment 5: In-Class Group Project.** Network each other. Turn in written summary via canvas.
8	Portfolio overview - The do's and don'ts - Portfolio Development - Collecting work: How to narrow.	*Assignment 5 Due Feb 22*

		Assign 6: Midterm Review
9	MID TERM CHECK POINT: In-class review of materials. Must have V1 of all elements in ongoing project ready for review. - Begin Studio Period: Work on your ongoing assignment through March. Actively seek feedback. -	*Assignment 6 Due Feb 26* Ongoing Assignment. Continue working on your Final Package.
10	Portfolio Development cont. - In class work session- Refine with critique - Industry portfolios from professionals	Ongoing Assignment. Continue working on your Final Package.
11	Professional Presentation - Pitching to your potential employers - In-class workshop	*Discussion: Revisit Statement: Has it changed?* Ongoing Assignment. Continue working on your Final Package.
12	Professional Presentation cont. - Emails and communication	**Assign 7: Resume V2** Ongoing Assignment. Continue working on your Final Package.
13	Update your Resume - Edit V2- How can you improve your resume	*Assignment 7 Due April 2* Ongoing Assignment. Continue working on your Final Package.
14	Critique – Final Project. FINAL PACKAGE: SUBMIT BY APRIL 16 FOR CLASS CRITIQUE	Ongoing Assignment. Continue working on your Final Package.
15	Final Presentation	*Ongoing Assignment Due* **TBD**

REQUIRED TEXTBOOKS AND SOFTWARE:

1. *Adobe Suite*

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1. *Book*
2. *Lynda Tutorials*
3. *Sketchbook*

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 $0.00

The total course fee for each course is listed on the UF Schedule of Courses. (https://registrar.ufl.edu/soc/).

EVALUATION OF GRADES

Assignment	Total Points	Percentage of Grade
Group Projects – Completing the group project tasks in a cooperative and collaborative manner.	100	10%
Assignments – Assignments are completed, turned in on time, and cover the requirements thoroughly.	100	15%
Participation – Students are expected to actively participate in class discussions, both in class as well as in class online forums outside class meetings.	100	15%
Attendance – Attending the course throughout the semester in a timely manner	100	10%
Final Portfolio – Ongoing assignment of materials built throughout the course. This includes business cards, a website, a finalized brand, reel, and a resume.	100	50%

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

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D+	67 – 69%	1.33
D	64 – 66%	1.00
D-	60 – 63%	.67
E, I, NG, S-U, WF	0 – 59%	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
Students must attend lectures and actively participate in class. This combined is 10% of your overall grade. Absences are excused in the case of medical or emergency circumstances.

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

MAKE-UP POLICY

All Assignments outside of the ongoing project (1-7) will remain open up until 5 days after the due date. Re- submits are not permitted. *After more than 5 days late,* your assignment becomes a 0.

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 University of Florida and Digital Worlds requires that students have access to and on-going use of a laptop/mobile computer for DIG courses in order to be able to function in the current learning environment. Students are required to access electronic forms of information, submit assignments and communicate with other students and faculty electronically. DW requires each student's mobile computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met.

DW Computer Requirements
http://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/new-student-buyers-guide/

COURSE COMMUNICATIONS

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Students can communicate directly with the Instructor regarding the course material through UF e-Learning. http://elearning.ufl.edu/

COURSE TECHNOLOGY SUPPORT:

The Technology Support Center provides computer support for Digital Worlds students who access Visimeet, lecture recordings, student equipment, facilities and other technology-based resources. http://digitalworlds.ufl.edu/support

For computer assistance related to Visimeet, lecture recordings, student equipment, and facilities request please Submit a Help Ticket or email support@digitalworlds.ufl.edu.

For support related to account services, technical consulting, mobile device services, software services, administrative support, application support center, and learning support services, please contact the UF Computer Help Desk available 24 hours a day, 7 days a week at 352-392-4357 or helpdesk@ufl.edu.

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.

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.

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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 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:

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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.