

Fall 2019 Syllabus

Special Topics in Studio Practice

VR for the Social Good

Course Information

ART4930C (3 credits)

Class # 23495

Sections 091C

T 4:05–6:00 pm (FAC 112)

R 4:05–6:00 pm (ARCH 0120)

Instructor

DANIEL LEONARDOS

danleonardos@ufl.edu

Office hours

T 10–11 am at Mint (Infinity Hall 110)

Or by appointment

COURSE DESCRIPTION

This course focuses on using effective messaging perspectives and applying augmented, virtual and mixed reality to create a compelling story on a social good issue. Thus, it adopts a multidisciplinary approach to solving pressing social problems by blending social science practices with innovative technology. Ultimately, a successful formula equals effective message plus effective medium.

COURSE OBJECTIVES

The Virtual Reality (VR) for the Social Good course is a special topics class that will have students (*solvers*) learn the basics of message effects and how to apply these components effectively in VR, form teams, and develop VR projects proposed by researchers, innovators, and entrepreneurs (*seekers*).

COURSE STRUCTURE

The core component of the course lies in implementing effective message design in VR.

WEEKS 1–5

Learning Message Science and VR to Convey a Social Good Message

- › Lectures will cover important messaging principles from diverse perspectives
- › Self-directed Learning — core VR topics will be learned through tutorials and self-directed learning outside of class
- › VR Learning projects — individual projects will assess learning of core principles (Unity, integration with Google Cardboard, etc.)
- › Class meeting times will be used to demonstrate work

The fourth week of class (September 10) is Pitch Day! On that day, you will present ideas to your classmates about how to benefit the Seekers that come to class.

WEEKS 6–15

Applying VR to Social Good issues

- › Work with project pitchers to build a VR experience to address the social good
- › Integrate message elements into the VR experience
- › Group meetings to demonstrate progress
- › Platforms can vary from smartphones, Google Cardboard, immersive VR (HTC Vive and Oculus Rift), and augmented reality (Microsoft HoloLens)

LEARNING OBJECTIVES:

- › Use VR technologies to create and deploy VR experiences
- › Explain the science of effective message strategies using VR technologies

TEXT & REFERENCES

There are no required textbooks for this class. Any reading assignment will be provided through the Canvas course page.

- › **UNITY LEARN:** Tutorials, courses & projects to get started with Unity
<https://learn.unity.com>
- › **GATOR VR:** UF group that holds additional workshops on technical topics, invites speakers, and provides development assistance to people interested in VR. Join their Facebook page and attend the meetings of the group (the FB page notifies people about upcoming meetings).
<facebook.com/groups/gatorvr>

GRADING & EVALUATION

Students will receive a detailed project sheet for each project outlining important dates, learning outcomes and evaluation criteria. Projects are due at the beginning of each class period on the assigned due date. **FAILURE TO MEET DEADLINES WILL AFFECT YOUR GRADE IN THIS CLASS.**

The final grade will result from:

- › **30% PROJECT 1 — LEARNING STORYTELLING IN VR**
Students learn the skills needed to build a VR experience. Students learn a 3D game engine and how to incorporate 3D models into a scene. Students deploy the scene in a mobile head-mounted display. Students apply this knowledge to a self-generated project to create an experience to message positive change for the social good. Grading is mostly based on the effective integration of messaging in a VR experience.
- › **60% PROJECT 2 — APPLYING STORYTELLING IN VR**
Students form teams and work on projects pitched to. Students will use the Agile software development method to deliver value to the project owners (people who pitched the project). Grading involves following Agile processes and effective submission of documentation throughout the process.
- › **10% PROFESSIONALISM***
Exercises, quizzes, group presentations, attendance, participation, attitude

The projects grades will also generally result from four main pillars: concept/research, form, craft, and presentation.

* Professionalism means that you bring requested supplies to class; complete and bring with you out-of-class assignments, sketches, books and notes; Provide constructive feedback during critiques and group discussions; are prepared to discuss assigned readings; always act professionally, are punctual and meet project deadlines. Professionalism will also be evaluated individually for each project.

COMMUNICATION

It is the student's responsibility to frequently check the Canvas course page and their UFL e-mail. Those are the instructor's primary methods of reaching students outside of class.

GRADING SCALE

Grades will be assigned in accordance with University definitions; plus or minus indicate performance relative to the letter grade definition.

A | 100-95 A- | 94-90 B+ | 89-87 B | 86-83 B- | 82-80 C+ | 79-77
C | 76-73 C- | 72-70 D+ | 69-67 D | 66-63 D- | 62-60 E | 59 and lower

PLEASE NOTE: A grade of C- or below will not count toward major requirements.

For more information on uf grading policies log on to:
catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

ATTENDANCE

This course is a studio class where attendance is vital. You are permitted 3 unexcused absences during the semester without consequence to your final grade. **FOR EACH UNEXCUSED ABSENCE OVER 3, YOUR OVERALL LETTER GRADE WILL BE DECREASED BY ONE** (i.e. from A to A- with 4 absences, to B+ with 5). More than 5 absences will result in automatic failure of the class. 3 tardies (more than 10 min. late) or early departures equal one absence. Students over 30 minutes late to class will be counted absent.

Attendance will be taken promptly at the beginning of each class. If you have extenuating circumstances, inform me via e-mail as soon as possible. A doctor's note will be required in order to excuse an absence due to illness.

Because critiques will be conducted as if you are presenting work to a client, any student who is late to a final critique will not be permitted to show their work, and their final project grade will be reflected accordingly.

University guidelines for excused absences:
catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

DEADLINES

All deadlines will be announced in class. All projects and exercises are due on the day and time given and will be considered late when critique has begun or after work has been called for. Late work is not accepted. Be sure to present your work on each critique session and show your progress. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

If the reason for lateness falls under the excused absence list, illness or death in the family, there will be no penalty as long as work is completed by the new agreed upon date. However, students must always contact the instructor prior to the due date with an explanation for the absence.

REQUIRED SUPPLIES

- > Laptop with Unity installed. The software is free under the Personal version.

NOTE: Additional supplies may be needed as semester progresses.

ABSENCES FOR RELIGIOUS HOLIDAYS

Students will be excused from class or other scheduled academic activity to observe a religious holiday of their faith with prior notification to the instructor. Students shall be permitted a reasonable amount of time to make up for the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

12-DAY RULE

Students who participate in athletic or extracurricular activities are permitted to be absent 12 regular class days per semester without penalty. It is the student's responsibility to maintain satisfactory academic performance and attendance.

STUDIO NOTES

- › Cell phones should be silenced before roll is taken.
- › Please eat before or after class or during the break—not during class.
- › Clean up after yourself.
- › Critique ideas, not people.
- › Always contribute with constructive criticism during discussions and critiques.
- › Be honest. Dishonesty in any form (lying, cheating, plagiarizing, etc.) will not be tolerated.
- › Exit quietly if you need to use the restroom—you do not need to ask.

The use of cell phones or other personal and group distraction sources (including social networking and entertainment sites, such as Facebook, YouTube, etc.) is completely prohibited during class time. Do not text in class. Anyone found texting during a critique will be asked to leave.

DISRUPTIVE BEHAVIOR

Be advised that you can and will be dismissed from class if you engage in disruptive behavior. Students who intentionally act to impair, interfere with, or obstruct the mission, purposes, order, operations, processes, and functions of the University shall be subject to appropriate disciplinary action.

The Dean of Students Office: www.dso.ufl.edu

HONESTY POLICY

As a result of completing the registration form at the University of Florida, every student has signed the following statement:

“I understand that the University of Florida expects its students to be honest in all of their academic endeavors and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University.”

The university's policies regarding academic honesty, the honor code, and student conduct related to the honor code will be strictly enforced. Full information regarding the above mentioned policies is available at the following links:

Student Conduct & Honor Code:

dso.ufl.edu/sccr/process/student-conduct-honor-code

STUDENTS WITH DISABILITIES

Students requesting classroom accommodations must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then deliver this documentation to the instructor when requesting any accommodation.

Disability office: dso.ufl.edu/drc

COUNSELING SERVICES

Resources are available on campus for students who experience personal problems or lack clear career and academic goals, which interfere with their academic performance. Find out more here:

University Counseling Center

ADDRESS: 301 Peabody Hall **PHONE:** (352) 392 1575 **WEB:** counseling.ufl.edu

HEALTH & SAFETY

The School of Art + Art History Safety Manual will be reviewed in class. Students and instructors are responsible for following policy and procedures for making art safely at all time. The entire document is available online: saahhealthandsafety.weebly.com/handbook.html. All students are required to sign and turn in the signature page to the instructor on the first day of class. All users of the studio classrooms are expected to follow studio guidelines at all times. If you have any questions, ask your instructor.

Area rules

All users of the studio classrooms are expected to follow studio guidelines at all times. If you have any questions, ask your instructor.

- › Follow all SA+AH Health and Safety handbook guidelines.
- › Alcohol is not permitted (open or closed containers)
- › No eating or drinking in the lab.
- › Shoes must be worn at all times.
- › Protective equipment must be worn for hazardous work.
- › Do not block aisles, halls or doors with stored items or when working. This is a violation of fire codes.
- › Do not store anything on the floor. This impedes cleaning & creates a hazard.
- › Do not park bikes in the building.
- › Clean up spills immediately.
- › Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
- › All users must follow the SA+AH Container Policy (see right column).

SA+AH health and safety policy

There are 2 types of labels used in the SA+AH-YELLOW & WHITE. Both labels are found at the red MSDS box and are supplied by the SA+AH. Each is used for a different purpose:

WHITE: All new and or used product in containers (hazardous or what might be perceived as hazardous -i.e. watered down gesso, graphite solutions, satellite containers of solvents, powders, spray paints, fixatives, oils, solvents, etc...) must be labeled within the SA+AH to identify their contents. Labels can be found at the MSDS box in each studio and work area. All containers must be marked with your name, contents and date opened. All secondary/satellite containers for hazardous materials must be marked with content, your name and the date opened. All unmarked containers will be disposed of with no notice.

YELLOW: When hazardous items are designated as waste. All containers must have a yellow label identifying the contents that are designated as trash for weekly EHS pick up.

- › Flammable solid containers (red flip top) must have a yellow hazardous waste label on the outside.
- › 5-gallon jugs must have a yellow hazardous waste label on the outside.
- › Fibrous containers must have a yellow hazardous waste label on the outside.
- › Each item in the blue bin must have a yellow hazardous waste label.

NOTE: Hazardous Waste labels should include all constituents in the waste mixture as well as an approximate percentage of the total for that item and must add up to 100%. Labels should also include the Bldg & room # of the shop generating the waste along with the Waste Manager for your area; this is located on the SWMA sign posted at the sink or at the Waste Management Area.

TENTATIVE COURSE SCHEDULE

<i>August</i>	WEEK 1	8/20	L1 Course Introduction
		8/22	P1 Intro / Lab Work Day
	WEEK 2	8/27	L2 History of VR / E1 What's VR good for?
		8/29	Lab Work Day
<i>September</i>	WEEK 3	9/3	L3 Messaging in VR
		9/5	Lab Work Day
	WEEK 4	9/10	Pitch Day!
		9/12	Lab Work Day
	WEEK 5	9/17	Teams formed / Agile Development / P2 Intro
		9/19	Lab Work Day
	WEEK 6	9/24	P1 Due: Final Presentation / Demo projects
		9/26	Lab Work Day
<i>October</i>	WEEK 7	10/1	L4 Messaging in VR (part 2)
		10/3	Lab Work Day
	WEEK 8	10/8	Sprint 2 begins / Storyboards of interaction due
		10/10	Lab Work Day
	WEEK 9	10/15	E2 Talk with Ron Edelen
		10/17	Lab Work Day
	WEEK 10	10/22	L5 Design Thinking
		10/24	Lab Work Day
	WEEK 11	10/29	First iteration of experience due
		10/31	Lab Work Day
<i>November</i>	WEEK 12	11/5	L6 Evaluating Effectiveness
		11/7	Lab Work Day
	WEEK 13	11/12	Second iteration of experience due
		11/14	Lab Work Day
	WEEK 14	11/19	L7 Future of Immersive Storytelling
		11/21	Lab Work Day
	WEEK 15	11/26	Third iteration of experience due
		11/28	HOLIDAY: Thanksgiving
<i>December</i>	WEEK 16	12/3	P2 Due: Demo Day - Fourth iteration of experience due