

DIG 3020 FOUNDATIONS OF DIGITAL CULTURE

COURSE NUMBER: DIG 3020	CREDIT HOURS: 3
SEMESTER/YEAR: FALL 2019	CLASS LOCATION: NRG 205 – THE PICT
CLASS MEETING TIMES: TUE PERIOD 7 (1:55 PM – 2:45 PM EST) AND THURDAY PERIODS 7 AND 8 (1:55 PM – 3:50 PM EST)	CONTACT EMAIL: PLEASE USE CANVAS MAIL FOR ALL COURSE-RELATED CORRESPONDENCE
INSTRUCTOR: Prof James Oliverio	OFFICE LOCATION/HOURS: FAA 102 – WED 1-3PM
CONTACT PHONE: (352) 294-2000	COURSE WEBSITE: DIGITALWORLDS.UFL.EDU/PROGRAMS/BA-IN-DAS/

COURSE DESCRIPTION

An interdisciplinary overview of the technological and cultural developments that continue to shape the modern world. The focus is on the four trajectories of Technology, Communications, Commerce, and the Arts, and how these four “pillars” support the foundations of Digital Culture across the time span from the birth of Thomas Edison to the death of Steve Jobs.

PREREQUISITE KNOWLEDGE AND SKILLS

Admission to BA or BS in DAS or Consent of Instructor.

PURPOSE OF COURSE

The focus of this course is on the ever-expanding array of relationships that constitute digital culture – international social and cultural practices, business and marketplace structures, and emerging technological forms that have resulted from the multi-faceted developments of the late 20th and early 21st century.

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

- Explain the impact and importance of pioneering individuals and cultural developments of the 20th and early 21st centuries
- Analyze the interconnectedness of technology and culture from diverse sociotechnical perspectives
- Compare and contrast how technology drives culture and vice versa
- Design and develop research presentations that give an in-depth look at a historical development and individuals
- Interpret the ramifications of historical developments and prognosticate a future scenario wherein current technological and culture trends will have resulted in a change to a significant aspect of global culture

Course schedule:

This course incorporates lecture, and discussion, group learning projects and student-created presentations. Individual assignments will be explained in detail as the course progresses. There is no Final Exam for this course, but the final Group Project is due on or before December 2, 2019 at 11:59, and required peer review is due by 11:59 PM on December 6, 2019.

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Week	Topical Areas	Assignments /Quizzes Given	Assignments Due
1	1) Introduction, 4 Pillars, Procedural issues, Syllabus 2) Overview: Technology, Arts, Communications & Commerce 3) Assignment: Prefixes	<ul style="list-style-type: none"> • "Practice Quiz" • Assignment: Prefixes 	
2	1) Pre-20th Century Diverse Cultural Traditions 2) European Cultural Developments 3) Opera as Multimedia Storytelling	<ul style="list-style-type: none"> • A Significant Pre-20th Century Culture (.mp4) 	<ul style="list-style-type: none"> • Due: Prefixes
3	1) The Industrial Revolution(s): Part I 2) Motion Pictures, Invention & Industry 3) Early Animation, Sound, and Storytelling		
4	1) European & American Arts & Entertainment Developments 2) Wireless Communications and Cybernetic Theory 3) World War II & the Rise of Military Industrial Complex	Quiz 1 – THUR SEPT 12	<ul style="list-style-type: none"> • Due: A Significant Pre-20th Century Culture (.mp4)
5	1) Mass Communications, Comics, and Storytelling 2) Tubes and Transistors 3) Early Music Technology & The Seeds of Counter-Culture	<ul style="list-style-type: none"> • Research Profile (.mp4) 	
6	1) Post-WW II Politics, Communications, & Commerce 2) Consumerism: The Commercial Wins the Living Room 3) Broadcast Networks & Early Pop Culture		
7	1) Popular, Dystopian and Utopian: Present and Future 2) Arts & Society in Flux 3) The Mother of All Demos & The Interface	<ul style="list-style-type: none"> • Final Project Proposal 1 	Research Profile (.mp4) DUE
8	1) Electronic Music Comes of Age 2) Techno-Vision & Intellectual Property 3) Pop Goes the Culture	Quiz 2 - THUR OCT 10	
9	1) Early Video Games 2) The Industrial Revolution(s) Part 3 3) Zeitgeist: 1970s	<ul style="list-style-type: none"> • What Happened to Culture in the 20th Century? 	
10	1) Video Games Part 2 2) Television Goes Global & Technology Gets Personal 3) Zeitgeist: 1980s		<ul style="list-style-type: none"> • Final Project Proposal 1 DUE THUR OCT 24
11	1) Innovation, Interactivity, & The Internet 2) The Paradigm and the Interface 3) Zeitgeist: 1990s 1.0	Final Project Proposal 1 Feedback TUES OCT 29	
12	1) Zeitgeist: 1990s 2.0 2) Business (But Not as Usual) 3) 21st Century Pioneers, Entrepreneurs & Titans	Quiz 3-THUR NOV 7. Also: Proposal 2 - Feedback	<ul style="list-style-type: none"> • Final Project Proposal 2 - DUE TUES NOV 5
13	1) The Industrial Revolution(s): Part 4 2) Design, Ergonomics & Usability 3) Distinctive Aspects of Digital Culture		
14	1) Mobile, Virtual, and Augmented Presence 2) Profit, Privacy, and Pervasiveness 3) Implications of Convergence & The Singularity	Quiz 4-THUR NOV 21	<ul style="list-style-type: none"> • What Happened to Culture in the 20th Century? DUE TUES NOV 19
15	Jobs and Gates: Part 2 - One More Thing... • Thanksgiving Holiday		
16	Final Student Group Projects Submitted as .mp4 files In-Class Project Screenings on TUESDAY, DECEMBER 3	Final Projects Presentations	DEADLINE: MON DEC 2 at 11:59pm

EVALUATION OF GRADES

Assignment Descriptions	Total Points	Percentage of Grade
Original Research Assignments – Each student will produce original written work and graphically-supported materials, due in week 4 and week 14. The work must be created in Microsoft Powerpoint or Apple Keynote format, transferred to and submitted as an .mp4	200	20%
Research Profile Project – Each student will have a research project on a key figure of their own choice due at the end of week 7. Projects will be graded based on their content, quality of preparation and concise delivery. To be authored in Powerpoint and submitted as an .mp4	200	20%
Four quizzes , the first three valued at 5% of the final grade and the 4 th quiz at 10%	250	25%
Class Participation and Attendance – Students are expected to actively participate in class discussions, both in class as well as in course online forums and outside class Group meetings.	100	10%
Final Group Research Project – Capstone presentation of the semester-long course. It must be authored in Powerpoint or Keynote format, transferred to and presented as an .mp4	250	25%

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/UGRD/academic-regulations/grades-grading-policies/>

COURSE POLICIES:

PARTICIPATION / ATTENDANCE POLICY

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.

MAKE-UP POLICY

Assignments and presentations may not be submitted late. Documented emergencies or medical situations may be the only accepted reasons for an excused absence on the day of a presentation.

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/UGRD/academic-regulations/attendance-policies/>

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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, and the equivalent of Microsoft Office, as well as the student's choice of software for making video from Powerpoint or Keynote slideshows.

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.

COURSE COMMUNICATIONS

Students can communicate directly with the Instructor regarding the course material through the course management system (CANVAS) using "Canvas Mail".

COURSE TECHNOLOGY SUPPORT:

The [Technology Support Center](#) provides computer support for Digital Worlds students who access Zoom, lecture recordings, student equipment, facilities and other technology-based resources.

<http://digitalworlds.ufl.edu/support>

For computer assistance related to Zoom, 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 Computing 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 which 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-conduct-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, <https://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>

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SOFTWARE USE

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

STUDENT PRIVACY

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

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>, and 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 at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

E-learning Technical Support

352-392-4357 (select option 2) or e-mail to Learning- learning-support@ufl.edu

Career Connections Center

Reitz Union, 392-1601. Career assistance and counseling. <https://career.ufl.edu>

Library Support

Various ways to receive assistance with respect to using the libraries or finding resources. <http://cms.uflib.ufl.edu/ask>

Teaching Center

Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>

Writing Studio

2215 Turlington Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>

Student Complaints Campus

<http://regulations.ufl.edu/wp-content/uploads/2012/09/1.0063.pdf>

Online 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.