DIG3588C Digital Portfolio

Instructor
Chelsea Cantrell

Phone
(352) 294-2000

Email
Canvas Mail

Office Location
NRG 119

Office Hours
TBD

Course Number
DIG3020

Semester/Year
Fall 2019

Course Credits
3 credits

Course Location
NRG 205 (PICT)

Course Meeting Times
M | Period 4 (10:40 AM - 11:30 AM)
W | Period 4 - 5 (10:40 AM - 12:35 PM)

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.

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

Objectives: By the end of this course, students will be able to:
- Identify and research networking tactics that will benefit job field searches
- Create and modify an ongoing and ever-changing online portfolio and resume website
- Develop a sense of professional presence and representation
- Expand on a personal brand and representation of self-marketing purposes
- Complete digital / tangible takeaways to effectively represent themselves in professional environments

Required Materials
- Adobe Suite
- Laptop Computer

Recommended Materials
- Title
- Author
- Publication date and edition
- ISBN number

Course Schedule

This schedule is only a guide and is subject to change. Unless otherwise indicated, assignments and readings are due the day they are listed on the syllabus, not the following day.

Week	Subject	Assignment/Quizzes	Assignments Due
Week 1	Intro: -syllabus overview, *ongoing assignment*, grading policy/ late policy. Course survey done in class	Assign 1: Statement of Purpose. *Ongoing assignment*	JAN 10TH
Week 2	Proper use of text, Illustrator overview, how text impacts the audience. End of semester senior showcase details **	Assign 2: Create your resume *Ongoing assignment*	JAN 24TH
Week 3	Creating a brand: Importance of packaging, creating a palette, + presenting a mock up.	Assign 3: Create your brand. Develop a mock up to represent yourself. *Ongoing assignment*	JAN 31ST
Week 4	Research your market - Where is your market? How to contact industry professionals	Assign. 4: Find your connections. Develop a contact list *Ongoing assignment*	FEB 14TH
Week 5	Online presence: Do's and don'ts on social media. Online portfolio - Representation	Cont. assign 4. *Ongoing assignment*	FEB 14TH
Week 6	Organization - Indesign, shot sheets, and flatbooks - Which presentation works for you work - REMINDER: Ongoing project Due week 9.	*Ongoing assignment*	--
Week 7	==GROUP PROJECT 1== - Network Group project: in class session - Guest Lecture (TBD)	Assign 5: group project 1: in class work session *Ongoing assignment*	FEB 24th
Week 8	Portfolio overview - The do's and don'ts - Portfolio Development - Collecting work: How to narrow. Present group project 1	*Ongoing assignment*	--
Week 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	*Ongoing assignment due*	MARCH 9TH
Week 10	==GROUP PROJECT 2== - Network Group project: in class session - Guest Lecture (TBD) Portfolio Development cont. - In class work session- Refine with critique - Industry portfolios from professionals	Assign 6: Group project *Ongoing assignment*	MARCH 27th
Week 11	Professional Presentation - Pitching to your potential employers - In-class workshop	*Assign 7: Updated Resume Ongoing assignment*	APRIL 10TH
Week 12	Professional Presentation cont. - Emails and communication	*Ongoing assignment*	--
Week 13	Update your Resume - Edit V2- How can you improve your resume	*Ongoing assignment*	--
Week 14	Critique – Final Project. FINAL PACKAGE: SUBMIT BY APRIL 16 FOR CLASS CRITIQUE	Final package due.	APRIL 16TH

Week	Subject	Assignment/Quizzes	Assignments Due
Week 15	Final Presentation	In-class presentation	
Week 16	*No exam*		

Evaluation of Grades

Assignment	Total Points	% of Grade
Group projects – Completing the group project tasks in a cooperative and collaborative manner. Even distribution of work between group members.	100	15%
Assignments – Each assignment is completed, turned in on time, and followed the assignment guidelines respectively.	100	15%
Attendance- Student arrive to class on time, and stay in class during lecture and work periods.	100	15%
Participation – 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 Portfolio – The semester long project package is turned in on time, and meets all assignment guidelines.	100	45%

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 – 59%	0.00

More information on grades and grading policies is here:
https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Materials and Supply Fees
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/).

Course Polices

Attendance Policy, Class Expectations, and Make-Up Policy
We value participation more than mere attendance. The 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. Interaction with your peers and the instructor will empower you to greater achievement.

Attendance is taken in class. Students are allowed 4 absences. After the 5th absence, their overall attendance grade drops 10 points. Days are only excused in the case of emergency, and making up lost work and time will be discussed with the instructor at a case-by-case basis. Provide doctor's notes and proper documentation that applies to a potential situation that would require a student to be out. *It is the student's responsibility to communicate with the instructor if there is an emergency, and how to address missing work once the student has returned.*

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/

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.

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. Digital Worlds requires each student's laptop computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met.

DW Technology Requirements: https://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/technology-requirements/

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 Zoon, 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

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

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Campus Resources

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.