

DIG4790 SENIOR PROJECT IN DAS [ANIMATION]

Instructor

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Office Location

NRG

Office Hours

TBD

Course Number

DIG4790

Semester/Year

Spring 2020

Course Credits

3 credits

Course Location

NRG 0120 (ORC)

Course Meeting Times

FRI Period 7-9

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.

Pre-Requisites

Senior status in the BA in DAS program.

Objectives: By the end of this course, students will be able to:

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

Required Materials

- Animation software of student’s choice (2D/3D) to include Toonboom Harmony 17, Autodesk Maya 2020, Adobe Animate, After Effects, TV Paint
- Adobe Premiere CC
- Adobe Media Encoder CC

Recommended Materials

- *The Animator’s Survival Kit – Revised Edition: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet*
- Williams, Richard
- 2012, 2nd
- 978-0865478978

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	-Syllabus Review -Successful Projects -Developing One Sheets -Senior Project Pitching Strategies -Soft Pitches (1 on 1 Sessions)	3 Idea Pitch Presentation	
Week 2	PITCH DAY PHASE 1 [CONCEPT DEVELOPMENT] ENDS PHASE 2 [PRE-PRODUCTION] BEGINS	First Animatic/Weekly Schedule	3 Idea Pitch Presentation
Week 3	-Production Pipeline Management -File Management -Project Schedule Overview (1 on 1 Sessions)	Weeklies 1 (Updated animatic with blocking/rough animation based on individual student Weekly Schedules)	First Animatic/Weekly Schedule
Week 4	-Weeklies 1 in Class Viewing -Curating Criticism -Developing Marketing Packages PHASE 2 [PRE-PRODUCTION] ENDS PHASE 3 [PRODUCTION] BEGINS	Weeklies 2	Weeklies 1
Week 5	-Weeklies 2 in Class Viewing	Weeklies 3	Weeklies 2
Week 6	-Weeklies 3 in Class Viewing -Developing Style Frames	Weeklies 4	Weeklies 3
Week 7	-Weeklies 4 in Class Viewing	Weeklies 5 Rough Marketing Packages	Weeklies 4
Week 8	-Weeklies 5 in Class Viewing	Weeklies 6	Weeklies 5 Rough Marketing Packages
Week 9	-Weeklies 6 in Class Viewing	Weeklies 7	Weeklies 6
Week 10	-Weeklies 7 in Class Viewing	Weeklies 8	Weeklies 7
Week 11	-Weeklies 8 in Class Viewing	Weeklies 9	Weeklies 8
Week 12	-Weeklies 9 in Class Viewing PHASE 3 [PRODUCTION] ENDS	Weeklies 10	Weeklies 9

Week	Subject	Assignment/Quizzes	Assignments Due
PHASE 4 [POST-PRODUCTION] BEGINS			
Week 13	-Weeklies 10 in Class Viewing	Weeklies 11	Weeklies 10
Week 14	-Weeklies 11	Final Deliverable Review	Weeklies 11
Week 15	-Final Deliverable Review PHASE 4 [POST-PRODUCTION] ENDS	Final Marketing Packages	
Week 16	SENIOR SHOWCASE		Final Deliverable Final Marketing Packages

Evaluation of Grades

Assignment	Total Points	% of Grade
Weekly Presentations/Pitches – Students are expected to actively participate in weekly progress checks and concept development pitches. Discernable progress in senior projects should be apparent in presentations that assess quality of work, as well as overall adherence to a production schedule laid out by the student at the beginning of the semester.	100	30%
Marketing Presentation – Students will develop marketing materials for senior showcase that mirror real world marketing. This project submission may include style frames, trailers, or any pre-determined submission that shows what the entirety of the senior project will look like, based on a small element.	100	20%
Final Project – Capstone presentation of the Senior Project. Specific format and delivery will be based on project content. Adherence to original idea and approved project schedule from Phase II is paramount in determining success of the final project. The final deliverable is weighed equally to the management of the student's production pipeline.	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
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.

Two unexcused absences will result in the drop of one letter grade (i.e. the student will now only be able to obtain a maximum grade of 'B' for the course). Students should contact the Instructor 24 hours before class time (if possible) if they wish to be considered for an excused absence. Upon return to class, students must provide documentation for their absence. Students should communicate with the instructor about their absences and be proactive about their course work.

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.