

# DIG2121 Principles of Digital Visualization

---

**Instructor**

Chelsea Cantrell

**Phone**

(352) 294-2000

**Email**

Canvas Mail

**Office Location**

RFD 118

**Office Hours**

Wednesdays 1 – 3 PM

**Course Number**

DIG2121

**Semester/Year**

SUMMER 2020

**Course Credits**

3 credits

**Course Location**

ELearning

**Course Meeting Times**

Online

**Course Description**

To learn the foundations of digital visualization using direct examples from existing media to create our own. This course will develop appreciation and basic fluency in the application of visual and design literacy into emergent forms of digital media. Historical and theoretical perspectives inform hands-on learning across topics including pre- visualization and storyboarding in static and time-based media, and the critical analysis of contemporary and iconic visual storytelling.

**Pre-Requisites**

none

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

1. Identify and apply visualization concepts in a variety of design environments
2. Demonstrate an understanding of historic and current practice visualizing concepts and data
3. Analyze, discuss, and demonstrate effective communication of concepts and data via visual presentations

**Required Materials**

- Personal computer  
*must run GIMP, photoshop, Illustrator, or pro create.*
- Cell phone or camera

**Recommended Materials**

- LinkedIn Learning

## 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	<b>Rendering:</b> what is digital visualization? Composition terms, and why visualization matters <b>Lighting:</b> color theory, design terms and definitions, and examples in media <b>Final project intro:</b> Project overview, reference cont.	<u>ASSIGNMENT 1:</u> DRAWING USING SHAPES <u>Discussion 1</u>	7 days from assigned day (11:59 PM)
Week 2	<b>Color meets design:</b> visual storytelling, typography part 1 and typography part 2 <b>Design:</b> vector vs bitmap, and eye tracking technology	<u>ASSIGNMENT 2:</u> LIGHT AN OBJECT <u>Discussion 2</u>	7 days from assigned day (11:59 PM)
Week 3	<b>Design cont.</b> Learning illustrator <b>Data Visualization:</b> Infographics, the basics and fundamentals <b>Final project part 1: Pre visualization-</b> artboards and film	<u>ASSIGNMENT 3:</u> MAKE AN AD <u>Discussion 3</u>	7 days from assigned day (11:59 PM)
Week 4	<b>Previsualization:</b> Preproduction, and <b>final assignment review</b> <b>Animation:</b> Tangents, reference, and how to use them <b>Final project part 2: Preproduction:</b> time-based media	<u>ASSIGNMENT 4:</u> SURVEY DATA <u>Discussion 4</u>	7 days from assigned day (11:59 PM)
Week 5	<b>Production:</b> non-destructive and destructive editing <b>Final project part 3: continue production</b>	<u>ASSIGNMENT 5:</u> DATA POSTER <u>Discussion 5</u>	7 days from assigned day (11:59 PM)
Week 6	<b>Final Project</b>	<u>FINAL DUE</u> <u>Discussion 6</u>	7 days from assigned day (11:59 PM)

## Evaluation of Grades

Assignment	Total Points	% of Grade
<b>Assignments</b> – There are a total of 10 assignments for this course. Each assignment builds from the other and will be graded based on accuracy to the rubric. Each assignment has unique parameters for submission. (mp4, jpg, etc.)	300	30%
<b>Participation</b> – each module has a discussion opportunity. Students will be graded on their ability to actively participate with the prompts, and one another.	250	25%
Four <b>quizzes</b> that assess your knowledge on the modules.	100	10%
<b>Attendance</b> – Students are expected to actively participate in class discussions. Each student should log into class at least twice a week (once to view the course material, and	100	10%

Assignment	Total Points	% of Grade
another time to submit tasks). If a student misses logging in, that will be considered an absence.		
Final Project – Capstone presentation of the semester-long course.	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 – 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 Policies

### 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.

*Participation will be calculated in an average of activity in discussion posts. there are 14 total discussion opportunities.*

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](http://digitalworlds.ufl.edu/support) 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](mailto: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](mailto: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](mailto: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](mailto: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.*