DIG4970 Senior Project in DAS (Live Action & Design)

Instructor
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Office Location
REVE SOHO

Office Hours
TBD (Info will be on Canvas)

Course Number
DIG4970

Semester/Year
Spring 2021

Course Credits
3 credits

Course Location
NRG 207 (GYM)

Course Meeting Times
Classes 29033 & 29033
Section SR3S & SR3S
FRI Periods 7–9

Course Description

As the capstone 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 and single (solo) project, or collaborate in the creation of an approved team-based project where all team members provide equal contributions of work toward the common artifact goal. The semester will culminate in Digital Worlds Convergence, a professional event where students will display their completed project.

Pre-Requisites

- Senior status in the BA in Digital Arts and Sciences major

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

- Showcase a major artifact demonstrating considerable accomplishment in a chosen area of DAS
- Evidence a deeper understanding of common business and industry practice / expectation
- Analyze communication problems and present solutions
- Project management and Production pipeline
- Create various forms of professional written media

Required Materials

- Adobe Creative Suite

Recommended Materials

- External Hard drive of at least 100 GB
- https://www.linkedin.com/learning
- www.motionographer.com (*online resource for latest industry work*)
- www.videocopilot.com (*online resource for tutorials*)

- https://www.redgiant.com/
- https://www.youtube.com/playlist?list=PLgFFLspkf_gzGJU32KO8mg0eTKwu (PremiereProCC Tutorials)
- https://vimeo.com/groups/freehd/videos (Free Stock footage)

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)	Create a Behanced Page	
Week 2	PITCH DAY PHASE 1 [CONCEPT DEVELOPMENT] ENDS PHASE 2 [PRE-PRODUCTION] BEGINS	PROJECT PITCH DAY Present three potential project artifacts	DUE: 3 Concept Pitches
Week 3	Production Pipeline Management -File Management -Project Schedule Overview (1 on 1 Sessions)	-Production Management Outline -Weeklies 1 Checkpoint Trello Board Creation	
Week 4	-Weeklies 1 -Curating Criticism -Developing Marketing Packages PHASE 2 [PRE-PRODUCTION] ENDS PHASE 3 [PRODUCTION] BEGINS	-Weeklies 2 Checkpoint -Marketing Packages	-Production Management Outline -Weeklies 1 Checkpoint
Week 5	Weeklies 2	-Weeklies 3 Checkpoint	Weeklies 2 Checkpoint
Week 6	-Weeklies 3 -Developing Style Frames	Weeklies 4 Checkpoint	Weeklies 3 Checkpoint
Week 7	Weeklies 4	Weeklies 5 Checkpoint	Weeklies 4 Checkpoint
Week 8	**-Weeklies 5** **-Rough Marketing Packages Due**	Weeklies 6 Checkpoint -Final Marketing Packages Due	Weeklies 5 Checkpoint -Rough Marketing Packages
Week 9	• **-Weeklies 6**	Weeklies 7 Checkpoint	Weeklies 6 Checkpoint
Week 10	-Weeklies 7	-Weeklies 8 Checkpoint	DUE: -Weeklies 7 Checkpoint

Week	Subject	Assignment/Quizzes	Assignments Due
Week 11	-Weeklies 8	Weeklies 9 Checkpoint	Weeklies 8 Checkpoint
Week 12	-Weeklies 9 PHASE 3 [PRODUCTION] ENDS PHASE 4 [POST-PRODUCTION] BEGINS	Weeklies 10 Checkpoint	Weeklies 9 Checkpoint
Week 13	-Weeklies 10	-Final Deliverable	
Week 14	-Weeklies 11 -Marketing Packages Due -Senior Showcase Prep		-Weeklies 11 Checkpoint
Week 15	-Final Deliverable Review PHASE 4 [POST-PRODUCTION] ENDS		-Final Deliverable
Week 16	-Senior showcase		

Evaluation of Grades

Assignment	Total Points	% of Grade
PARTICIPATION\Meetings *Class attendance and discussion participation are expected of all on-campus Seniors Submission of all course work on the dates due is expected of all online Seniors*	100	10
MILESTONE 01: PROJECT PITCH PRESENTATION *Three potential Senior Project artifacts are researched and presented; from which one proposed focus will be chosen as the artifact goal*	50	5
WEEKLY PROGRESS PRESENTATIONS *Seven structured progress checks to assess work quality and adherence to the production schedule – which is a dynamic timeline created by the student. Instructor feedback is provided during each Progress Presentation, and is critical to the artifact success*	350	35
MILESTONE 02: MIDTERM MILESTONE ***Mid-semester all-senior presentation of artifact progress for evaluation and feedback***	100	10
MILESTONE 03: MOCK CONVERGENCE EVENT PRESENTATION *Presentation of a near-complete version of the artifact prior to the Convergence event*	50	5
WEBSITE PORTFOLIO AND MARKETING MATERIALS *Media derived from the artifact to augment online portfolio and Convergence presence*	100	10
FINAL: CONVERGENCE EVENT PRESENTATION ***All Seniors will present their completed project artifact at the Convergence event in a public gallery format***	25	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 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.

In our course, attendance is taken at the beginning of each class period, and is calculated as the Participation element which makes up 10% of your overall grade. Any unexcused absences are factored into the Participation grade total. Exempt from this policy are only those absences involving university-sponsored events, such as athletics and band, and religious holidays, family emergencies, and health issues for which you must provide appropriate documentation in advance of the absence. All assignments are due by the stated date and time. Late assignments as a result of an unexcused absence may be submitted up to one week after the scheduled due date, incurring a 10% grade penalty.

Additionally, tardiness will not be tolerated. If you are tardy for three class periods, you will receive an unexcused absence.

Asynchronous Online students will meet for 3 live class meetings to discuss project's progress.

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/

Face-to-Face Instruction
We will have face-to-face instructional sessions to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
- If you are experiencing COVID-19 symptoms (Click here for guidance from the CDC on symptoms of coronavirus), please use the UF Health screening system and follow the instructions on whether you are able to attend class. Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms.
  - Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Find more information in the university attendance policies.

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

Course Communications
Students can communicate directly with the instructor regarding the course material through the course management system (CANVAS) using "Canvas Mail". Discord will Also be used as an additional community between other sections.

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 who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click here to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, 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. Click here for guidance on how to give feedback in a professional and respectful manner. 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 ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students here.

Campus Resources

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.

University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.

On-Line Students Complaints: View the Distance Learning 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.