

DIG3588C Digital Portfolio

Instructor

Ms. Chelsea Cantrell

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Email

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Office Location

TBD

Office Hours

TBD

Course Number

DIG3588C

Semester/Year

Spring 2021

Course Credits

3 credits

Course Location

ONL - Sync

Course Meeting Times

M Period 4
W Periods 4-5

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 in Photoshop& Illustrator

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 a research presentation that gives an in-depth look at a historical development from at least two divergent perspectives
- 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

Required Materials

- The Graphic Artists Guild Handbook – Pricing and Ethical Guidelines
- 15th Edition
- ISBN number1507206682
- Photoshop CC
- Illustrator CC

Recommended Materials

- Lynda/Linkedin Tutorials

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. <i>Ongoing assignment</i>	Jan 19 th 11:59 PM
Week 2	Proper use of text, Illustrator overview, how text impacts the audience. End of semester senior showcase details **	Assign 2: Create your resume <i>Ongoing assignment</i>	Jan 25 th 11:59 PM
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. <i>Ongoing assignment</i>	Feb 1 st 11:59 PM
Week 4	Research your market - Where is your market? How to contact industry professionals	Assign. 4: Find your connections. Develop a contact list <i>Ongoing assignment</i>	Feb 15 th 11:59 PM
Week 5	Online presence: Do's and don'ts on social media. Online portfolio - Representation	Cont. assign 4. <i>Ongoing assignment</i>	Feb 15 th 11:59 PM
Week 6	Organization - Indesign, shot sheets, and flatbooks - Which presentation works for you work - REMINDER: Ongoing project Due week 9. GROUP PROJECT 1 - Network Group project: in class session - Guest Lecture (TBD)	Assign 5: group project 1: in class work session <i>Ongoing assignment</i>	March 1 st 11:59 PM
Week 7	Midterm review Present group project 1	1: in class work session <i>Ongoing assignment</i>	---
Week 8	Portfolio overview - The do's and don'ts - Portfolio Development - Collecting work: How to narrow. Present group project 1	<i>Ongoing assignment</i>	---
Week 9	Begin Studio Period: Work on your ongoing assignment through March. Actively seek feedback	<i>Ongoing assignment due</i>	---
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 <i>Ongoing assignment</i>	March 29 th 11:59 PM
Week 11	Professional Presentation - Pitching to your potential employers - In-class workshop	Assign 7: Updated Resume <i>Ongoing assignment</i>	April 5 th 11:59 PM
Week 12	Professional Presentation cont. - Emails and communicatio	<i>Ongoing assignment</i>	---
Week 13	Update your Resume - Edit V2- How can you improve your resume	<i>Ongoing assignment</i>	---
Week 14	Critique – Final Project. FINAL PACKAGE: SUBMIT BY APRIL 17 FOR CLASS CRITIQUE. This cannot be late!	Final Package Due	April 19 th 11:59 PM

Week	Subject	Assignment/Quizzes	Assignments Due
Week 15	Final Presentation		
Week 16	No exam		

Evaluation of Grades

Assignment	Total Points	% of Grade
Original Research Assignments – Each student will produce original written work and graphically-supported materials about topics discussed in the class, due in week 4 and week 12. The work must be created in Microsoft PowerPoint 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 Microsoft PowerPoint format, transferred 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 – 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.

Attendance is not mandatory. Participation is measured through group projects and discussion interactions. Make up work: If you miss time in this course and fall behind, it is your responsibility to communicate with the TA/Instructor right away. Discussion with your TA/instructor will determine if you are eligible to make up the missing work based on time & feasibility.

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](#).

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".

Course Recordings

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

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 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 and Academic 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.