DIG 2021 FOUNDATIONS OF DIGITAL CULTURE

COURSE NUMBER: DIG 2021  CLASS NUMBER  CREDIT HOURS:  3.
SEMESTER/YEAR: SUMMER B 2021  Instructor: PROF JAMES OLIVERIO
Virtual Office Hours: WED 1-3 PM Or By Appointment
CONTACT EMAIL: PLEASE USE CANVAS MAIL FOR ALL COURSE-RELATED CORRESPONDENCE
CONTACT PHONE: (352) 294-2000  COURSE WEBSITE: DIGITALWORLDS.UFL.EDU/PROGRAMS/BA-IN-DAS/

COURSE DESCRIPTION
An interdisciplinary overview of the technological and cultural developments that continue to shape the modern world. The focus is on the four trajectories of Technology, Communications, Commerce, and the Arts, and how these four “pillars” support the foundations of Digital Culture across the general time span from the birth of Thomas Edison to the death of Steve Jobs.

PREREQUISITE KNOWLEDGE AND SKILLS
Admission to BA or BS in DAS program or Consent of Instructor.

PURPOSE OF COURSE
The focus of this course is on the ever-expanding array of relationships that constitute digital culture – diverse cultural and communications practices, business and marketplace structures, and emerging technological capabilities that have resulted from the multi-faceted developments of the late 20th and early 21st century.

COURSE GOALS AND/OR OBJECTIVES: By the end of this course, students will be able to:

- Explain the impact and importance of pioneering individuals, as well as technological 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 research presentations that provide an in-depth look at selected historical developments and profile individuals who have contributed the development of digital culture
- 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

Course schedule:
This course incorporates lecture, and discussion, group learning projects and student-created presentations. Individual assignments will be explained in detail as the course progresses. While there is no Final Exam for this course, the final Group Project is due on or before 11:59 PM Eastern Time on the last day of class, and required peer review is due 48 hours later by 11:59 PM.
### DIG 2021 – Foundations of Digital Culture

<table>
<thead>
<tr>
<th>WEEK</th>
<th>Topical Areas</th>
<th>Assignments /Quizzes Given</th>
<th>Assignments Due</th>
<th>DATE &amp; TIME DUE</th>
</tr>
</thead>
</table>
| 1    | 1) Introduction, 4 Pillars, Procedural issues, Syllabus  
     2) Overview: Technology, Arts, Communications & Commerce  
     3) Assignment: Prefixes | Syllabus Quiz  
 Given: Prefixes | | |
| 1    | World Cultures and the Four Pillars  
     • Components and Definitions  
     • Diverse Pre-20th Century Cultural Traditions | Given: A Significant Pre-20th Century Culture (.mp4) | Due: Prefixes | 11:59 PM July 5 |
| 1    | Europe and the First Industrial Revolution  
     • European Cultural Developments  
     • Industrial Revolution | | | |
| 2    | A Second Industrial Revolution in America  
     • American Invention and Industry  
     • Early Motion Pictures | Given: Research Profile (.mp4) | | |
| 2    | New Forms of Storytelling  
     • Radio and Film Mean Business  
     • Mass Communications and Storytelling  
     • European and American Arts Developments | Quiz 1 –  
 Opens 8AM July 9  
 Closes 11:59 PM July 11 | Due: A Significant Pre-20th Century Culture (.mp4) | 11:59 PM July 11 |
| 3    | Electronics, Music and the Military  
     • Tubes, Transistors & Electrifying Music  
     • Rise of the Military Industrial Complex | | | |
| 3    | The Consumer Rises  
     • World War II and its Aftermath  
     • Broadcast Networks & Early Popular Culture | Given: Final Project Proposal 1 | | |
| 3    | Arts & Society in Flux  
     • Utopian and Dystopian  
     • Mid-Century Arts & Society  
     • Electronic Music Emerges | Quiz 2 –  
 Opens 8AM July 16  
 Closes 11:59 PM July 18 | Due: Research Profile (.mp4) | 11:59 PM July 18 |
| 4    | Pop Goes the Culture  
     • The Mother of All Demos and Father of Video Art  
| 4    | You Say You Want a Revolution?  
     • Industrial Revolution Part 3  
     • Other Types of Revolution | | | |
| 4    | Video Game History  
     • 1892 - 1981: Early Game History  
     • 1982 - 1999: The Golden Age  
     • 2000 - Beyond: Games Today | Given: Feedback- Proposal 1 | | |
| 4    | Globalization  
     • TV and Business Go Global  
     • Technology Gets Personal | Quiz 3 –  
 Opens 8AM July 23  
 Closes 11:59 PM July 25 | Due: Final Project Proposal 2 | 11:59 PM July 27 |
| 5    | The Web Spins Up  
     • Innovation and the Internet  
     • Paradigms and Interfaces | Given: Feedback- Proposal 2 | | |
| 5    | Business (But Not as Usual)  
     • Technology Gets (More) Personal  
     • Pioneers, Entrepreneurs, and Titans | Due: What Happened to Culture in the 20th Century? | 11:59 PM July 30 |
| 6    | Industrial Revolution 4.0  
     • Distinctive Aspects of Digital Culture  
     • Design, Usability, and Ergonomics | Quiz 4 –  
 Opens 8AM August 4  
 Closes 11:59 PM August 7 | | |
| 6    | Convergence  
     • Profit, Privacy, and Pervasiveness  
     • Mobile, Virtual, and Augmented Presence | • FINAL PROJECTS DUE  
 11:59 PM Eastern Time AUGUST 6 | Final Project Peer Evaluations DUE 24 hours after Last Class | 11:59 PM August 8 |
EVALUATION OF GRADES

<table>
<thead>
<tr>
<th>Assignment Descriptions</th>
<th>Total Points</th>
<th>Percentage of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original Research Presentations - Each student will undertake original research and produce new work incorporating both written and graphical elements. The presentations must be created in Microsoft Powerpoint or Apple Keynote format, transferred to and submitted as an .mp4</td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>Research Profile Project - Each student will prepare a research project on a key figure of their choosing. Projects will be graded based on their content, quality of preparation, and concise delivery. To be authored in or Apple Keynote format, transferred to and submitted as an .mp4</td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>Four Quizzes, each valued at 5% of the final grade</td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>Class Participation - Students are expected to actively participate in class discussions in online course forums, and all assigned group activities including student-scheduled group meetings, project proposals, and project submissions.</td>
<td>300</td>
<td>15%</td>
</tr>
<tr>
<td>Final Group Research Project - Capstone presentation of the semester-long course. It must be authored in Powerpoint or Keynote format, transferred to and presented as an .mp4</td>
<td>250</td>
<td>25%</td>
</tr>
</tbody>
</table>

GRADING SCALE:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>% Equivalency</th>
<th>GPA Equivalency</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>94 – 100%</td>
<td>4.0</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 93%</td>
<td>3.67</td>
</tr>
<tr>
<td>B+</td>
<td>87 – 89%</td>
<td>3.33</td>
</tr>
<tr>
<td>B</td>
<td>84 – 86%</td>
<td>3.00</td>
</tr>
<tr>
<td>B-</td>
<td>80 – 83%</td>
<td>2.67</td>
</tr>
<tr>
<td>C+</td>
<td>77 – 79%</td>
<td>2.33</td>
</tr>
<tr>
<td>C</td>
<td>74 – 76%</td>
<td>2.00</td>
</tr>
<tr>
<td>C-</td>
<td>70 – 73%</td>
<td>1.67</td>
</tr>
<tr>
<td>D+</td>
<td>67 – 69%</td>
<td>1.33</td>
</tr>
<tr>
<td>D</td>
<td>64 – 66%</td>
<td>1.00</td>
</tr>
<tr>
<td>D-</td>
<td>60 – 63%</td>
<td>.67</td>
</tr>
<tr>
<td>E, I, NG, S-U, WF</td>
<td></td>
<td>0.00</td>
</tr>
</tbody>
</table>

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

COURSE POLICIES:

PARTICIPATION / ATTENDANCE POLICY Students are expected to actively participate in class discussions in online course forums, and all assigned group activities including student-scheduled group meetings, project proposals, and project submissions.

MAKE-UP POLICY Assignments and presentations may not be submitted late. Documented emergencies or medical situations may be the only accepted reasons for an excused absence on the day of a presentation. 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/
DIG 2021 – Foundations of Digital Culture

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, and the equivalent of Microsoft Office, as well as the student’s choice of software for making video from Powerpoint or Keynote slideshows. 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.

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

For computer assistance related to Zoom, lecture recordings, student equipment, and facilities request please [Submit a Help Ticket](https://support.digitalworlds.ufl.edu) 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](mailto:helpdesk@ufl.edu) 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 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/](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 DEEMINOR
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](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](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

ONLINE COURSE EVALUATIONS
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at evaluation results.

COMPASS RESOURCES

HEALTH AND WELLNESS
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

Student Complaints Campus
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.