

# DIG3588C Digital Portfolio

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**Instructor**

Chelsea Cantrell

**Phone**

(352) 294-2000

**Email**

Canvas Mail

**Office Location**

NRG 119

**Office Hours**

TBD

**Course Number**

DIG3020

**Semester/Year**

Fall 2021

**Course Credits**

3 credits

**Course Location**

NRG 205 (PICT)

**Course Meeting Times**

TTH Period 7

1:55PM-2:45 PM

1:55 PM-3:50 PM

**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 with Adobe Photoshop and Illustrator

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

- Identify and research networking tactics that will benefit job field searches
- Create and modify an ongoing and ever-changing online portfolio and resume website
- Develop a sense of professional presence and representation
- Expand on a personal brand and representation of self-marketing purposes
- Complete digital / tangible takeaways to effectively represent themselves in professional environments

**Required Materials**

- Adobe Suite
- Text: Graphic Artists Guild Handbook: Pricing & Ethical Guidelines Edition 14, 15 or 16
- Laptop Computer
- Previous creative works

**Recommended Materials**

- Drawing tablet

## 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, <i>ongoing assignment</i> , grading policy/ late policy.	<b>Assign 1: Statement of Purpose.</b> <b>Discussion 1</b> <i>Ongoing assignment</i>	
Week 2	Proper use of Text	<b>Assign 2: Resume</b> <b>Discussion 2</b> <i>Ongoing assignment</i>	
Week 3	Creating a brand	<b>Assign 3: Branding</b> <b>Discussion 3</b> <i>Ongoing assignment</i>	
Week 4	Pitching & presentation website development	<b>Assign 4: Connections</b> <b>Discussion 4</b> <i>Ongoing assignment</i>	
Week 5	Online presence cont. & local research	<b>Discussion 5</b> <i>Ongoing assignment</i>	
Week 6	Pricing & negotiation in digital arts	<b>Group Project 1 Due</b> <b>Discussion 6</b> <i>Ongoing assignment</i>	
Week 7	Midterm reviews Group project presentation 1	<b>Midterm Review</b> <b>Discussion 7</b> <i>Ongoing assignment</i>	
Week 8	Group collaboration: time based media	<b>Discussion 8</b> <i>Ongoing assignment</i>	
Week 9	Cover letters & application navigation	<b>Discussion 9</b> <i>Ongoing assignment due</i>	
Week 10	Guest lecture: TBD	<b>Discussion 10</b> <i>Ongoing assignment</i>	
Week 11	Soft skills vs hard skills	<i>Ongoing assignment</i>	
Week 12	Networking	<i>Ongoing assignment</i>	
Week 13	Conferences & Digital hosting	<b>Group Project 2 Due</b> <i>Ongoing assignment</i>	
Week 14	Continue ongoing assignment Group Project presentation 2	<b>Final Package Due</b>	
Week 15	Final package due	<b>Presentation of finals</b>	
Week 16	<i>No exam</i>		

## Evaluation of Grades

Assignment	Total Points	% of Grade
<b>Group projects</b> – Completing the group project tasks in a cooperative and collaborative manner. Even distribution of work between group members while following the rubric.	100	15%
<b>Assignments</b> – Each assignment is completed, turned in on time, and followed the assignment guidelines respectively.	100	15%
<b>Participation</b> – 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	25%
<b>Final Portfolio</b> – The semester long project package is turned in on time and meets all assignment guidelines.	100	45%

## 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

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 will not be taken in class.

Participation is measured through active discussions both on campus and through canvas forums. On campus discussions include critique. Class critiques will be sorted into groups. If you do not actively participate in critique sessions once assigned, points will be deducted from the assignment's communication of ideas portion of the rubric. Online sections will be assigned peer reviews.

Work submitted through email will not be accepted.

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**

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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**

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### 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

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### **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.*