



Professor James Oliverio

Contact: (352) 294-2000 | Canvas mail only

Office: Room 102, FAA Building

Office Hours: WED 4-6 PM

DIG2021 FOUNDATIONS OF DIGITAL CULTURE

Fall 2022

Course Meetings: TUES 7th Period and THURS 7th and 8th Periods; NRG 205

Course Modality: Face-to-Face (F2F) Live,

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.

Course Prerequisites

Admission to BA or BS in the DAS program or consent of the instructor.

Learning Outcomes

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 research presentations that provide an in-depth look at selected historical developments and profile individuals who have contributed to 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.

Required Materials

The course does not require you to purchase any textbook. The Office 365 ProPlus Software needed for this course is available to UF students through UFIT or other licensed commercial services. The exact version depends on which computer platform you use: (1) For MAC: Microsoft 365 Subscription for macOS (including WORD and PowerPoint 2019 version 16.19 and later) OR their equivalent Apple tools (Pages and Keynote). (2) For WINDOWS: Microsoft 365 Subscription (including WORD and PowerPoint 2019). Students will also need the capability to make documents in the .PDF file format. This can be done with Adobe Acrobat (information on student licenses also at UFIT on <https://info.apps.ufl.edu/adobeatufapps/>) or other readily-available software.

Technology Requirements

- List any other technologies students will need for the course and where to obtain them.
- If there are any building equipment needs, be sure to discuss with Ethan Tripp before the semester

Course Schedule

Course Weekly Schedule This course incorporates lectures, discussions, 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 the required peer review is due 48 hours later by 11:59 PM. This schedule is only a guide and is subject to change. Unless otherwise indicated, assignments are due the day they are listed on the syllabus, not the following day.

Week	Subject	Assignments & Quizzes	Assignments Due
Week 1	<ul style="list-style-type: none"> • Introduction, 4 Pillars, Procedural Issues, Syllabus • World Cultures and the Four Pillars: <ul style="list-style-type: none"> - Components and Definitions - Diverse Pre-20th Century Cultural Traditions 	<ul style="list-style-type: none"> • Syllabus Quiz • Prefixes • A Significant Pre-20th Century Culture (.mp4) 	<ul style="list-style-type: none"> • Syllabus Quiz
Week 2	Europe and the First Industrial Revolution: <ul style="list-style-type: none"> • European Cultural Developments • Industrial Revolution 		<ul style="list-style-type: none"> • Prefixes
Week 3	A Second Industrial Revolution in America: <ul style="list-style-type: none"> • American Invention and Industry • Early Motion Pictures 		A Significant Pre-20th Century Culture
Week 4	New Forms of Storytelling: <ul style="list-style-type: none"> • Radio and Film Mean Business • Mass Communications and Storytelling • European and American Arts Developments 	<ul style="list-style-type: none"> • Research Profile (.mp4) • Quiz 1 	Research Profile (.mp4)
Week 5	Electronics, Music and the Military: <ul style="list-style-type: none"> • Tubes, Transistors & Electrifying Music • Rise of the Military-Industrial Complex 		
Week 6	The Consumer Rises: <ul style="list-style-type: none"> • World War II and its Aftermath • Broadcast Networks & Early Popular Culture 		
Week 7	Arts & Society in Flux: <ul style="list-style-type: none"> • Utopian and Dystopian • Mid-Century Arts & Society • Electronic Music Emerges 	<ul style="list-style-type: none"> • Final Project Proposal 1 • Quiz 2 	
Week 8	Pop Goes the Culture: <ul style="list-style-type: none"> • The Mother of All Demos and Father of Video Art • Techno-Vision and Popular Culture 	What Happened to Culture in the 20th Century?	
Week 9	You Say You Want a Revolution? <ul style="list-style-type: none"> • Industrial Revolution: Part 3 • Other Types of Revolution 		Final Project Proposal 1
Week 10	Video Game History: <ul style="list-style-type: none"> 1892 - 1981: Early Game History 1982 - 1999: The Golden Age 2000 - Beyond: Games Today 		
Week 11	Globalization: <ul style="list-style-type: none"> • TV and Business Go Global • Technology Gets Personal 	Quiz 3	Final Project Proposal 2
Week 12	The Web Spins Up: <ul style="list-style-type: none"> • Innovation and the Internet • Paradigms and Interfaces 	Feedback- Proposal 2	What Happened to Culture in the 20th Century?
Week 13	Business (But Not as Usual): <ul style="list-style-type: none"> • Technology Gets (More) Personal • Pioneers, Entrepreneurs, and Titans 		
Week 14	Industrial Revolution 4.0: <ul style="list-style-type: none"> • Distinctive Aspects of Digital Culture • Design, Usability, and Ergonomics 		
Week 15	Convergence: <ul style="list-style-type: none"> • Profit, Privacy, and Pervasiveness • Mobile, Virtual, and Augmented Presence 	Quiz 4	<ul style="list-style-type: none"> • Final Projects • Final Project Peer Evaluation

Grading Criteria

Assignment / Assessment	Total Points	% of Grade
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.	200	20%
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 PowerPoint or Apple Keynote format, transferred to and submitted as an .mp4.	200	20%
Four Quizzes, each valued at 5% of the final grade	200	20%
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.	300	15%
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.	250	25%

Grading Scale

Letter Grade	% Equivalency	
A	94 – 100%	
A-	90 – 93%	
B+	87 – 89%	
B	84 – 86%	
B-	80 – 83%	
C+	77 – 79%	
C	74 – 76%	
C-	70 – 73%	
D+	67 – 69%	
D	64 – 66%	
D-	60 – 63%	
E, I, NG, S-U, WF	0 – 59%	More information on grades and grading policies is here: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Material and supply and equipment use fee information are 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

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.

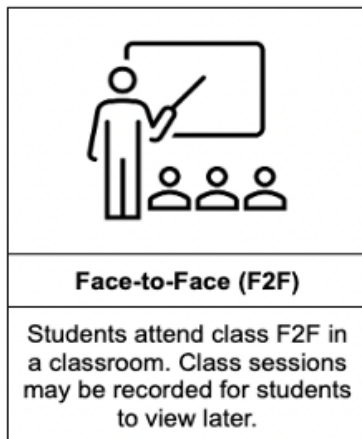
Late submissions of assignments and presentations will not be accepted. Documented emergencies or medical situations may be the only reasons for missing an assignment submission deadline or quiz without giving the Instructor advance notice in writing.

In our course, attendance is mandatory. You are required to attend the class on time to receive full credit for attendance as well as participate in the class by asking questions, answering questions, or engaging in the media in other forms during the live class. Attendance and participation will be jointly graded on Canvas using the Attendance tool. By arriving on time to class you will receive 50% of your grade. By participating/engaging throughout that class, you will receive the other 50% of your grade for that day. If you arrive late to class you will not receive your initial 50% of your grade for that day.

In general, acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition, or debate. Students must provide appropriate documentation in advance of the absence when possible. No documentation is needed for an absence due to religious observation.

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 Modality



Face-to-Face (F2F)

Course modality is the way in which a class is offered/delivered to students by the instructor. All students, regardless of the modality, will achieve the same learning objectives. Students can check their class schedules or reference the top of this syllabus to see the format(s) available for each of their individual classes. The modality of a course does not vary during a semester, and students are expected to adhere to the instructor-defined attendance guidelines for that format.

Course Technology

The students will be required to have access to and use a personal computer with 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 ongoing 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 DAS major's laptop computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met.

<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 Recordings

Our class sessions may be audio-visually recorded for students in the class to refer back to 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.

Creation of Original Content Ethics

For original projects and all assignment deliverables, students should remember that representations of acts of violence, coarse and offensive language, sexual behavior, bodily function and ability, neurodiversity, and personal identity are likely to cause extreme audience response, regardless of the creator's intentions. In addition, the recreation of such actions and subjects for fictional purposes may unintentionally traumatize or negatively impact those who collaborate in the creation of the images. While the university encourages students to explore themes and tell stories that may include this difficult subject matter, they should be cautioned against modes or styles of representation that might be considered unnecessarily offensive or potentially triggering. Instructors, faculty, and university administrators reserve the right to not show or share any student work they feel is inappropriate for their classroom or for public exhibition, as there may be concerns about the impact of such work on the community. We encourage students to consult with their faculty when producing work that might be considered controversial, and to err on the side of being cautious when it comes to making decisions about a project's content - in other words, make the PG-13 version of your story, not the R version, and certainly not the "unrated" version. This is also to help students understand that most professional creative situations have strict guidelines and limitations on such content and how it is produced: your ability to tell stories effectively with "less" is a strong professional skill that will aid in the dissemination of your work to a broader audience.

Course Technology Support**Technology Support Center**

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 requests please email support@digitalworlds.ufl.edu.

UF Computing Help Desk

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.

University 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 by visiting <https://disability.ufl.edu/students/get-started/>. 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: <https://catalog.ufl.edu/UGRD/academic-regulations/ferpa-confidentiality-student-records/>

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 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](#).

Online 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.