



Michael Clark
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 Office Room 101 Constans Pavilion/Zoom
 Hours: By Appointment

DIG 2121 Principals of Digital Visualization

Spring 2024

Course Meetings: Asynchronous, at student demand

Course Modality: Online Only Section

Course Description

Develops appreciation and essential fluency in applying visual and design literacy to emergent forms of digital media. Historical and theoretical perspectives inform hands-on learning across topics, including pre-visualization and storyboarding in static and time-based media and the critical analysis of contemporary and iconic visual storytelling. The class is designed to introduce students to creating art and design compositions with digital tools. As an introductory level, you certainly aren't required to have a portfolio of work, and your effort and understanding of the process are what is evaluated. The course intends to expose you to some widely accepted digital toolsets used within the industry (and the Digital Worlds program).

Course Prerequisites

None

Learning Outcomes

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

- Identify and apply visualization concepts in a variety of design environments
- Demonstrate an understanding of historical and current practices visualizing concepts and data
- Analyze, discuss, and demonstrate effective communication of concepts and data via visual presentations

Materials & Books

Required

- Personal computers must run GIMP, photoshop, Illustrator, or procreate.
- Camera (cell phone camera is fine)
- 8.5 x 11 Sketchbook

Supplemental

- [LinkedIn Learning](#)

Technology Requirements

Personal Computer capable of running Adobe Suite, Web access, Web Camera

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
1	Module 1A- Course overview What Is Digital Visualization? Content breakdown: 10 Assignments 5 Part Final Module 1B- Rendering Analog vs Digital Composition Terms Why Digital Visualization Matters
2	Module 2- Lighting Color Theory Design Terms and Definitions Examples in Media

3	Module 3- Color Meets Design Visual Storytelling Typography	Quiz 2 Assignment 3	Quiz 2 -due by 11:59 pm EST, Sunday. Assignment 3 due by end of module 4 11:59 pm EST
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4	Module 4- Design Vector vs Bitmap Eye Tracking	Assignment 4	Assignment 4 due by end of module 5 11:59 pm EST
5	Module 5-Design cont. Illustrator/ Vector Application	Quiz 3 Assignment 5	Quiz 3 -due by 11:59 pm EST Assignment 5 due by end of module 6 11:59 pm EST
6	Module 6-Data Visualization Data Visualization Infographics	Assignment 6	Assignment 6 due by end of module 7 11:59 pm EST
7	Module 7-Previsualization Previsualization Pre-Production Review and Final Assignment Reminder	Quiz 4. Assignment 7	Quiz 4 -due by 11:59 pm EST Assignment 7 due by end of module 8 11:59 pm EST

8	Module 8-Animation Tangents Reference		
9	Module 9-Production Destructive and Non-Destructive Editing		
10	Module 10-Final Project Intro Final Project Overview Reference III		
11	Module 11 Final Project 1 - Previsualization Artboards Film		
12	Module 12 Final Project 2 - Preproduction Time-Based Media		
13	Module 13 Final Project 3 - Production A Archiving Process & Final Production		
14	Module 14 Final Project 4 - Production B Digital Creator I Digital Creator II		

15	Module 15 Final Presentations Final	FINAL PT 5	FINAL PT 5 due by end of module 15 11:59 pm EST
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Grading Criteria

Assignment / Assessment	Total Points	% of Grade
Assignments – Each student will produce 10 original digital pieces during the first 10 modules of this course.	200	30
Sketchbook – Process Book Each student will have a sketchbook developing visualization exercises throughout the course, due at the end of week 14.	200	15
Quizzes – 4 quizzes on lecture material.	100	20
Participation/Attendance – Students are expected to actively participate in class discussions in course online forums and outside Zoom class engagements.	100	15
Final Project – Capstone presentation of the semester-long course. (several parts)	250	20

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/gradesgrading-policies/>



Materials and Supply Fees

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

Course Modality

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. Use the guide below to familiarize yourself with the various ways classes are offered at the Digital Worlds Institute. **Know Your Course Modality**

	
Face-to-Face (F2F)	Online Asynchronous
Students attend class F2F in a classroom. Class sessions may be recorded for students to view later.	Students watch the post recording of the class session or studio recording online at their convenience.
Hybrid refers to a course that is partially Face-to-Face (F2F) and Online Asynchronous (OA)	
In a HyFlex Model , students have the flexibility of modality needed or desired.	

Course Technology

The students will be required to have access to and use a personal computer with access to the Internet. Word editing

Participation 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.

Makeup Policy

At the sole discretion of the Instructor, Exams may or may not be taken on time. Documented Emergencies or medical situations may be the only accepted reasons for an excused absence on an exam day.

Any assignment turned in past the due date may lose up to 10% of the total point value of the assignment for each class day it is late.

Assignment Policy

At the sole discretion of the Instructor, late work may not be accepted, or be penalized according to the course's late policy. Any assignment turned in past the due date may lose up to 10% of the total point value of the assignment for each class day it is late.

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/technologyrequirements/>.

Course Communications

Students can communicate directly with the instructor regarding the course material through the course management system (CANVAS) using "Canvas Mail".

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

DW Computer Workstations

Digital Worlds offers several high-end computer workstations for students enrolled in DIG coursework that can be reserved in advance to support student assignments and projects. Reservation times vary throughout the semester. To make a reservation: <https://digitalworlds.ufl.edu/workstations>

Usage Policy

The Digital Worlds Computer Work Stations will be used in conjunction with the curriculum and the educational mission of the Institute. Their use is considered a privilege rather than a right. Students will be responsible for adhering to all technology use conditions and rules presented by the Digital Worlds Institute. Any violation of the terms and conditions may result in losing access to technology.

Commented [OC4]: @Marlin, Justin Also made a suggested update under Course Technology to state: "...Digital Worlds requires each DAS major's laptop computer to meet certain minimum specs" so that Minors or elective seekers don't think they must acquire a super-computer for lower-level classes

These DW computer workstations have been established for limited educational purposes, including classroom and career development activities. It has not been established as public access or a public forum. The Digital Worlds Institute has the right to place reasonable restrictions on the material you access or post and the training you need before you are allowed to use the system.

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/scrr/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.

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.

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/wpcontent/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-studentrecords/>

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.