Darius Brown
Contact: (352) 294-2000
| Canvas email
Office: OLD NORMAN GYM
ROOM NRG 0207,
Office Hours: MON & WED 8:30 AM– 12 PM

DIG4552 ADVANCED DESIGN AND PRODUCTION STUDIO
Fall 2025

Course Meetings: Tues 3pm–4:55pm | Thur 4:05pm–4:55pm
Course Modality: Face-to-Face (F2F)

Course Description

Advanced Design and Production Studio explores the advanced creative production time-based media techniques using digital video and effects in a physical and virtual studio environment. This course will focus on advanced video techniques using the Adobe Creative Suite and other emerging production methods. Students will participate in the creation of two major collaborative group projects and one Final project.

Course Prerequisites

Design and Production Studio 2 (DIG 3526C)

Learning Outcomes

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

- Use non-linear editing software to organize and sequence images efficiently
- Experience studio etiquette training and work collaboratively with others
- Manage two dimensional and three-dimensional compositing software to develop visual effects
- Apply cinematic compositing techniques to advance and complement a story
- Learn advanced color correction techniques for video post-production workflows
- Identify and effectively utilize physical and virtual lighting instruments
- Describe characteristics of well-designed and executed production
- Use advanced camera operation techniques

Materials & Books

Required
- **At least 100 GB External Hard Drive for stock footage**
- **Camera (Consumer, Professional, or Phone)**

Recommended Materials
- **Maxon ONE Plugins (Paid Subscription)**
- **www.motionographer.com (*online resource for latest industry work*)**
- **www.videocopilot.com (*online resource for tutorials*)**
- **http://tv.adobe.com/ (*online resource for tutorials*)**
- **https://www.youtube.com/playlist?list=PLgFFLspkf_gzGJU32KO8mg0eTKwuXvPE7 (*PremiereProCC Tutorials*)**
- **Adobe Creative Suite CC**

Personal HD camera (Phone, DSLR, etc). It is encouraged that students bring their personal camera to every DEMO (Tuesday) day

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	Class Overview: ○ Goals of Class ○ Expectations from Students ○ Think about final ideas now ● Studio Etiquette and Management ○ Safety ○ Class Calendar	Starter Assign 1: Create Behanced Page Pre knowledge Assessment. (Ungraded quiz) Assign: Gif 1	Pre knowledge Assessment. (Ungraded quiz)
Week 2	Title Sequence the art of Introduction: Mastery of Editing (DEMO):	Assign 2: Title Sequence	Starter Assign 1: Create Behanced Page Pre knowledge Assessment. Assign: Gif 1
Week 3	Cameras - Studio Lighting ● Lighting Principles ● Lighting for the green screen	Assign: Gif 2 Project Assignment 1	
Week 4	Studio Lighting Continued ● Lighting Principles ● Lighting for the green screen	Quiz 1: 10-15 questions based on Previous lectures Finalized Treatment from	Assign: Gif 2

		Collaborators	

Week 5	Camera Operation
	Camera Production Workshop in the studio
	  ● Understanding Panning, Zoom, Tilt, Do: Part 1
	    (Advanced camera movement:)
	      ○ Equipment
	      ○ Purposeful Usage
	
	Mastering Technical Execution
		Assign: Gif 3	Assign 2
			Title
			Sequence

Week 6	Camera Operation Continued Camera Production Workshop in the studio	Project Assignment 2	Assign: Weekly Gif 3
Week 7	Chroma Key Production & Compositing Using chroma Key techniques to create photorealistic environments.	Assign: Gif 4	Project Assignment 1 Assign: Gif 4
Week 8	Compositing Continued Using tracking and Rotoscoping techniques	Quiz 2: 10-15 questions based on Previous lectures and demos	

Week 9	Final Project Prep
	Sound and Audio
	Capture Audio Demo
	  ● Foley
	  ● Dialogue
	Handheld		

Week 10	Final Project Prep
	Sound and Audio Continued
	Capture Audio Demo
	  ● Foley
	  ● Dialogue
	Handheld
		Assign: Gif 5	

Week 12	Final Project Prep
	Script Breakdown Fundamentals
	Visualizing Your project with Preproduction
	  ● Storyboarding
	  ● Location Scouting
	Meta Tagging
		Quiz 3: 10-15 questions based on Previous lectures and demos	Assign: Gif 5

Week 13	Final Project Prep
	Creating a Shot List
	  ● Keeping Track of Continuity
	  ● Shooting B-Roll
		Call Sheet	Call Sheet

	● Transitions Go over storyboards in class		
Week 14	**Final Project Prep** Continued work on final project, in-class editing, filming. Continue work on Treatment/Script In-class Workshops		
Week 15	**Final Project Prep** Prepare for the screening and finalizing project for showcase.	Screening of Film	
Week 16	**Final Project Clean Up** Continued work on any mistakes that were present during the showing.		Final Project Due

Grading Criteria

Assignment / Assessment	Total Points	% of Grade
Class Participation and Attendance – Students are expected to attend class via the option elected during registration. On-Campus students must be present on-campus during class time. There will be several of in class assignments that included in the final average of Class Participation and Attendance grading.	200	15%
Weekly Assignments & Projects – Weekly projects are due before the Sunday session of each week by 11:59PM unless otherwise noted. The work will be uploaded to CANVAS. Two major group projects will be assign through the semester.	200	45%
Three quizzes, each are valued at 5% of the final grade.	150	15%
Final Project – Final Project is the result of the semester long effort in learning. It is expected that in this final project, students employ the principles and techniques they have learned during the semester.	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/

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

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. The UF Digital Worlds Institute is committed to the idea that regular student engagement is essential to successful scholastic achievement. No matter, if the class is held in a traditional classroom, an online classroom, or a combination of the two, interaction with your peers and the instructor, will empower you to greater achievement.

Make-Up Policy
According to UF official standards, I can excuse the following absences with proper documentation. Here are all things that I excuse and require as far as documentation for this class.

Provide documentation regarding the following:
i. Death of a family member (obituary, funeral service program, death cert.)
ii. Death of a friend (obituary, funeral service program, death cert.)
iii. Emergency (police report, documentation from medical provider)
iv. Family Emergency (police report, hospital documentation)
v. Hospitalization – Psychological (hospital documentation)
vi. Hospitalization – Physical (hospital documentation)
vii. Medical Emergency/Illness (documentation from medical provider)
viii. Significant Weather (insurance documentation, repair documentation)

These all align with the University Care Area Protocols. https://care.dso.ufl.edu/instructor-notifications/

Any reasons not listed above or reasons without official documentation **WILL NOT BE EXCUSED.**

Class Expectations
IT IS EXPECTED THAT STUDENTS TAKING THIS COURSE HAVE AN AVERAGE TO ABOVE AVERAGE KNOWLEDGE OF VIDEOPRODUCTION AND INTERMEDIATE LEVEL OF STUDIO SKILLS.

IT IS ALSO EXPECTED THAT STUDENTS WORK AS A TEAM ALL SEMESTER. THIS COURSE IS VERY COLLABORATIVE. POOR

FELLOWSHIP WILL NOT BE TOLLORATED.

We Will Collaborating With Another Course From School Of Theatre And Dance. The Course Is Titled [TPP 6266 - Acting for the Camera.](#) Taught by Ryan Hope Travis. An updated version of the course will be provided later in the course.

Attendance Policy
The instructor expects that all students attend class with their personal computers. This course will require many in-class demos. Attending class on a cell phone will not be counted as full attendance or participation points. Students may be required to screen share during in-class demos and activities.

EXAMPLE: 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
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 (OA)	Online Synchronous (OS)
Students attend class F2F in a classroom. Class sessions may be recorded for students to view later.	Students watch the posted recording of the class session or studio recording online at their convenience.	Students participate in a class in real-time through Zoom.
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 moving across all three modalities as 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 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 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

AI

AI is a powerful tool that is changing the industry. AI generative art is allowed in this course and sometimes is encouraged. However, you need to proceed with caution. This course is designed to teach and access your studio, editing, and video production abilities. If a computer or AI does the work for you, then accessing "your" video production and editing abilities is nearly impossible. Therefore, points may be forfeited or lost in specific areas of the rubric when incorrectly using AI for assignments. Acceptable uses of AI are for purposes not closely related to Video

production tasks. You can use AI in this class for coding, scripting, design, concepts, script writing, paterns for textures, and generating audio. Using AI for anything else visual should be brought to the instructor's attention before starting on the assignment. Always source and give credit to the AI tool used to create the work. Failure to do so will result in 0 total scores. Multiple offenses will result in University level plagiarism.

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 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 Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. See the UF Conduct Code website for more information. 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.