

DIG4790 SENIOR PROJECT IN DAS [ANIMATION]

Instructor

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Office Location

NRG Front Desk

Office Hours

Monday 3-4 PM
(Tentative)

Course Number

DIG4790

Semester/Year

Spring 2021

Course Credits

3 credits

Course Location

NRG 0120 (ORC)
ONL - Sync

Course Meeting Times

FRI Period 7-9

Course Description

As the capstone project of the BADAS experience, students will create a usable portfolio as well as media project that reflects the culmination of the knowledge and technique developed throughout the program. Students will receive focused presentations and feedback from DW faculty and guest presenters on topics related to the Digital Arts & Sciences. Students may elect to pursue a single (solo) project, or collaborate in the creation of an approved team-based project. The semester will culminate in a “senior showcase,” a professional event where students will display and curate their materials.

Pre-Requisites

Senior status in the BA in DAS program.

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

- Showcase a major artifact or publication-ready document demonstrating considerable accomplishment in their chosen area of the Digital Arts and Sciences
- Evidence a deeper understanding of common business and industry practices and expectations
- Demonstrate fluency in both technological systems and digital design practices
- Give a compelling professional-level final presentation of their work, either solo or team-based
- Add a major and significant piece of work to their portfolio

Required Materials

- Animation software of student’s choice (2D/3D) to include Toonboom Harmony 17, Autodesk Maya 2020, Adobe Animate, After Effects, TV Paint
- Adobe Premiere CC
- Adobe Media Encoder CC

Recommended Materials

- *The Animator’s Survival Kit – Revised Edition: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet*
- Williams, Richard
- 2012, 2nd
- 978-0865478978

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	-Syllabus Review -Successful Projects -Developing One Sheets -Senior Project Pitching Strategies -Soft Pitches (1 on 1 Sessions)	3 Idea Pitch Presentation	
Week 2	PITCH DAY PHASE 1 [CONCEPT DEVELOPMENT] ENDS PHASE 2 [PRE-PRODUCTION] BEGINS	First Animatic/Weekly Schedule	3 Idea Pitch Presentation
Week 3	-Production Pipeline Management -File Management -Project Schedule Overview (1 on 1 Sessions)	Weeklies 1 (Updated animatic with blocking/rough animation based on individual student Weekly Schedules)	First Animatic/Weekly Schedule
Week 4	-Weeklies 1 in Class Viewing -Curating Criticism -Developing Marketing Packages PHASE 2 [PRE-PRODUCTION] ENDS PHASE 3 [PRODUCTION] BEGINS	Weeklies 2	Weeklies 1
Week 5	-Weeklies 2 in Class Viewing	Weeklies 3	Weeklies 2
Week 6	-Weeklies 3 in Class Viewing -Developing Style Frames	Weeklies 4	Weeklies 3
Week 7	-Weeklies 4 in Class Viewing	Weeklies 5 Rough Marketing Packages	Weeklies 4
Week 8	-Weeklies 5 in Class Viewing	Weeklies 6	Weeklies 5 Rough Marketing Packages
Week 9	-Weeklies 6 in Class Viewing	Weeklies 7	Weeklies 6
Week 10	-Weeklies 7 in Class Viewing	Weeklies 8	Weeklies 7
Week 11	-Weeklies 8 in Class Viewing	Weeklies 9	Weeklies 8
Week 12	-Weeklies 9 in Class Viewing PHASE 3 [PRODUCTION] ENDS	Weeklies 10	Weeklies 9

Week	Subject	Assignment/Quizzes	Assignments Due
PHASE 4 [POST-PRODUCTION] BEGINS			
Week 13	-Weeklies 10 in Class Viewing	Weeklies 11	Weeklies 10
Week 14	-Weeklies 11	Final Deliverable Review	Weeklies 11
Week 15	-Final Deliverable Review PHASE 4 [POST-PRODUCTION] ENDS	Final Marketing Packages	
Week 16	SENIOR SHOWCASE		Final Deliverable Final Marketing Packages

Evaluation of Grades

Assignment	Total Points	% of Grade
Weekly Presentations/Pitches – Students are expected to actively participate in weekly progress checks and concept development pitches. Discernable progress in senior projects should be apparent in presentations that assess quality of work, as well as overall adherence to a production schedule laid out by the student at the beginning of the semester.	100	30%
Marketing Presentation – Students will develop marketing materials for senior showcase that mirror real world marketing. This project submission may include style frames, trailers, or any pre-determined submission that shows what the entirety of the senior project will look like, based on a small element.	100	20%
Final Project – Capstone presentation of the Senior Project. Specific format and delivery will be based on project content. Adherence to original idea and approved project schedule from Phase II is paramount in determining success of the final project. The final deliverable is weighed equally to the management of the student's production pipeline.	100	50%

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 Policies

Attendance Policy, Class Expectations, and Make-Up 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. Interaction with your peers and the instructor will empower you to greater achievement.

Two unexcused absences will result in the drop of one letter grade (i.e. the student will now only be able to obtain a maximum grade of 'B' for the course). Students should contact the Instructor 24 hours before class time (if possible) if they wish to be considered for an excused absence. Upon return to class, students must provide documentation for their absence. Students should communicate with the instructor about their absences and be proactive about their course work. Online student attendance will be assessed through weekly video submissions.

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/>

Face-to-Face Instruction

We will have face-to-face instructional sessions to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
- If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms.](#)

- o Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. [Find more information in the university 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 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.

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>

For computer assistance related to Zoon, lecture recordings, student equipment, and facilities request please [Submit a Help Ticket](#) or email 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.

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 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. [Click here to get started with the Disability Resource Center](#). 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: <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. [Click here for guidance on how to give feedback](#)

[in a professional and respectful manner](#). 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 ufl.bluera.com/ufl/. [Summaries of course evaluation results are available to students here](#).

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](#).

On-Line 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.