



DIG2121 PRINCIPLES OF DIGITAL VISUALIZATION

Spring 2022

Course Meetings: T| Period 4 (10:40 AM – 11:30 AM)
R| Period 4-5 (10:40 AM – 12:35PM)
Course Mode: Campus
Course Location: [NRG 0205](#)

Course Description

To learn the foundations of digital visualization using direct examples from existing media to create our own. This course will develop an appreciation and basic fluency in the application of visual and design literacy into 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.

Course Prerequisites

None

Learning Outcomes

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

1. Identify and apply visualization concepts in a variety of design environments.
2. Demonstrate an understanding of historic and current practice visualizing concepts and data.
3. Analyze, discuss, and demonstrate effective communication of concepts and data via visual presentations.

Materials & Books

Required

- [Personal computer](#)
- [Digital camera or Smart phone capable of imaging](#)
- [8.5 x 11 Sketchbook](#)

Supplemental

- [LinkedIn Learning](#)

Technology Requirements

- Personal computer capable of running Adobe Suite.

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. Each module is 1 week in duration. Each Module begins on Tuesday and ends the following Monday 11:59PM.

Week	Subject	Assignment Quizzes	Assignments Due
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	Quiz 1 Assignment 1	Quiz 1 -due by 11:59 pm EST Assignment 1 due by end of module 2 11:59 pm EST
2	Module 2- Lighting Color Theory Design Terms and Definitions Examples in Media	Assignment 2	Assignment 2 due by end of module 3 11:59 pm EST
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
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	Assignment 8	Assignment 8 due by end of module 9 11:59 pm EST
9	Module 9-Production Destructive and Non-Destructive Editing	Assignment 9	Assignment 9 due by end of module 10 11:59 pm EST
10	Module 10-Final Project Intro Final Project Overview Reference III	Assignment 10	Assignment 10 due by end of

			module 11 11:59 pm EST
11	Module 11 Final Project 1 - Previsualization Artboards Film	FINAL PT 1	FINAL PT 1 due by end of module 11 11:59 pm
12	Module 12 Final Project 2 - Preproduction Time-Based Media	FINAL PT 2	FINAL PT 2 due by end of module 12 11:59 pm EST
13	Module 13 Final Project 3 - Production A Archiving Process & Final Production	FINAL PT 3	FINAL PT 3 due by end of module 13 11:59 pm EST
14	Module 14 Final Project 4 - Production B Digital Creator I Digital Creator II	FINAL PT 4	FINAL PT 4 due by end of module 14 11:59 pm EST
15	Module 15 Final Presentations Final	FINAL PT 5	FINAL PT 5 due by end of module 15 11:59 pm EST
16	Module 16 Final Presentations cont.	N/A	N/A

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 – Each student will have a sketchbook developing visualization exercises throughout the 15-module course, due at the end of week 15.	200	15
Quizzes – 4 quizzes on lecture material.	100	10
Participation/Attendance – 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	15
Final Project – Capstone presentation of the semester--long course.	250	30

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 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

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 is required in this course (see row 4 in Grading Criteria). In our course, attendance is taken at the beginning of each class period and is calculated as the Participation element which makes up 15% of your overall grade. Any unexcused absences are factored into the Participation grade total. Exempt from this policy are only those absences involving university-sponsored events, such as athletics and band, and religious holidays, family emergencies, and health issues for which you must provide appropriate documentation in advance of the absence.

All assignments are due by the stated date and time. Each assignment (10), quiz (4), and final project submission (5) will open for viewing and reference during week 1 of the semester. Each assignment allows a 3-day grace period for late points, with 10 points off for each day late. On the fourth day, the assignment is subject to closure for submission and will default to a 0. Emailed late assignments after the grace period will not be accepted. Assignments late due to excused absences may be exempt from this policy, given prior written communication with the instructor.

Additionally, tardiness will not be tolerated. Present participation in this course is essential for the in-class exercises. If you are tardy for three class periods, you will receive an unexcused absence. If you are tardy for 1 class period, you will receive a warning through canvas mail as a reminder of this policy. Always communicate with your instructor or course assistant involving circumstances of your control.

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 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 student'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

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](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 Zoom, 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](https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code) 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 Courtesies

All members of the class are expected to follow rules of common courtesies 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.