



DIG 2021 • Foundations of Digital Culture

Sect # FDCO and FDCW Class # 16457 and 16458

General Course Info

Course Number: DIG2021

Semester/Year: Summer B 2022

Online Only

Credit Hours: 3.0

Course Website: elearning.ufl.edu

Course Instructor

Instructor: Prof. James Oliverio

Virtual Office Hours: Wednesday 4-6 PM or by appointment

Contact email: Canvas mail

Contact phone: (352) 294-2000

Please read the syllabus in its entirety.

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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.

PREREQUISITE KNOWLEDGE AND SKILLS

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

Purpose of Course

The focus of this course is on the ever-expanding array of relationships that constitute digital culture – diverse cultural and communications practices, business and marketplace structures, and emerging technological capabilities that have resulted from the multi-faceted developments of the late 20th and early 21st century.

COURSE GOALS AND/OR OBJECTIVES

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

1. Explain the impact and importance of pioneering individuals, as well as technological and cultural developments of the 20th and early 21st centuries.
2. Analyze the interconnectedness of technology and culture from diverse socio-technical perspectives.
3. Compare and contrast how technology drives culture and vice versa.
4. 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.
5. Interpret the ramifications of historical developments and prognosticate a future scenario wherein current technological and cultural trends will have resulted in a change to a significant aspect of global culture.

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 weekly schedule is only a guide and is subject to change.

Week	Topical Areas	Assignments & Quizzes Given	Assignments Due
1	Introduction, 4 Pillars, Procedural Issues, Syllabus: - Technology, Arts, Communications & Commerce - Assignment Overview: Prefixes	- Syllabus Quiz (Open from 9 AM June 27 until - 11:59 PM July 1) - Prefixes	
1	World Cultures and the Four Pillars: - Components and Definitions - Diverse Pre-20th Century Cultural Traditions	A Significant Pre-20th Century Culture (.mp4)	
1	Europe and the First Industrial Revolution: - European Cultural Developments - Industrial Revolution		Prefixes (Due 11:59 pm, July 4)
2	A Second Industrial Revolution in America: - American Invention and Industry - Early Motion Pictures	Research Profile (.mp4)	
2	New Forms of Storytelling: - Radio and Film Mean Business - Mass Communications and Storytelling - European and American Arts Developments	Quiz 1 (Open 8 am July 8 - 11:59 pm July 10)	A Significant Pre-20th Century Culture (Due 11:59 pm, July 10)
3	Electronics, Music and the Military: - Tubes, Transistors & Electrifying Music - Rise of the Military-Industrial Complex		
3	The Consumer Rises: - World War II and its Aftermath - Broadcast Networks & Early Popular Culture	Final Project Proposal 1	
3	Arts & Society in Flux: - Utopian and Dystopian - Mid-Century Arts & Society - Electronic Music Emerges	Quiz 2 (Open 8 am July 15 - 11:59 pm July 17)	Research Profile (Due 11:59 pm, July 17)
4	Pop Goes the Culture: - The Mother of All Demos and Father of Video Art - Techno-Vision and Popular Culture	What Happened to Culture in the 20th Century?	
4	You Say You Want a Revolution? - Industrial Revolution: Part 3 - Other Types of Revolution		Final Project Proposal 1 (Due 11:59 pm, July 19)
4	Video Game History: 1892 - 1981: Early Game History 1982 - 1999: The Golden Age 2000 - Beyond: Games Today	Feedback- Proposal 1	
4	Globalization: - TV and Business Go Global - Technology Gets Personal	Quiz 3 (Open 8 am July 22 - 11:59 pm July 24)	Final Project Proposal 2 (Due 11:59 pm, July 26)
5	The Web Spins Up: - Innovation and the Internet - Paradigms and Interfaces	Feedback- Proposal 2	
5	Business (But Not as Usual): - Technology Gets (More) Personal - Pioneers, Entrepreneurs, and Titans		What Happened to Culture in the 20th Century? (Due 11:59 pm, July 29)
6	Industrial Revolution 4.0: - Distinctive Aspects of Digital Culture - Design, Usability, and Ergonomics		
6	Convergence: - Profit, Privacy, and Pervasiveness - Mobile, Virtual, and Augmented Presence	Quiz 4 (Open 8 am Aug 3 - 11:59 pm Aug 7)	- Final projects (Due by 11:59 pm Eastern Time, August 5) - Final Project Peer Evaluations (Due by 11:59 pm Eastern Time, August 7)

Required Textbook and Software

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.

COURSE STRUCTURE

The course consists of 15 modules, which are the Orientation module and 15 content modules. These modules are grouped into 6 weeks that correspond to each week of the Summer B semester.

COURSE FEES

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 \(Links to an external site.\)](https://registrar.ufl.edu/soc/)(<https://registrar.ufl.edu/soc/>).

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.