

# **DIG 2021 • Foundations of Digital Culture**

Sect # FDCO and FDCW Class # 16457 and 16458

**General Course Info** 

Instructor: Prof. James Oliverio

Course Number: DIG2021 Semester/Year: Summer B 2022

Virtual Office Hours: Wednesday 4-6 PM or by

**Course Instructor** 

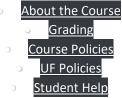
Online Only

appointment

Credit Hours: 3.0
Course Website: elearning.ufl.edu

Contact email: Canvas mail Contact phone: (352) 294-2000

Please read the syllabus in its entirety.



## **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.

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Week	Topical Areas	Assignments & Quizzes Given	Assignments Due
	Introduction, 4 Pillars, Procedural Issues, Syllabus:	Syllabus Quiz (Open from 9 AM June	
1	<ul> <li>Technology, Arts, Communications &amp; Commerce</li> </ul>	27 until - 11:59 PM July 1)	
	<ul> <li>Assignment Overview: Prefixes</li> </ul>	<ul> <li>Prefixes</li> </ul>	
1	World Cultures and the Four Pillars:	A Significant Pre-20th Century Culture (.mp4)	
	<ul> <li>Components and Definitions</li> </ul>		
	Diverse Pre-20th Century Cultural Traditions		
1	Europe and the First Industrial Revolution:		D. C /D 44 50
	<ul> <li>European Cultural Developments</li> </ul>		Prefixes (Due 11:59 pm, July 4)
	Industrial Revolution		4)
2	A Second Industrial Revolution in America:	Research Profile (.mp4)	
	American Invention and Industry		
	Early Motion Pictures		
2	New Forms of Storytelling:		
	Radio and Film Mean Business	Quiz 1 (Open 8 am July 8 - 11:59 pm July 10)	A Significant Pre-20th
	Mass Communications and Storytelling		Century Culture (Due 11:59 pm, July 10)
	European and American Arts Developments		
	Electronics, Music and the Military:		
3	Tubes, Transistors & Electrifying Music		
	Rise of the Military-Industrial Complex		
3	The Consumer Rises:		
	World War II and its Aftermath	Final Project Proposal 1	
	Broadcast Networks & Early Popular Culture		
3	Arts & Society in Flux:		
	Utopian and Dystopian		Research Profile (Due 11:59
	Mid-Century Arts & Society	Quiz 2 (Open 8 am July 15 - 11:59 pm July 17)	pm, July 17)
	Electronic Music Emerges		
4	Pop Goes the Culture:		
	The Mother of All Demos and Father of Video Art	What Happened to Culture in the 20th Century?	
	Techno-Vision and Popular Culture		
4	You Say You Want a Revolution?		
	Industrial Revolution: Part 3		Final Project Proposal 1 (Due
	Other Types of Revolution		11:59 pm, July 19)
	Video Game History:		
4	• 1892 - 1981: Early Game History		
	• 1982 - 1999: The Golden Age	Feedback- Proposal 1	
	2000 - Beyond: Games Today		
4	Globalization:		
	TV and Business Go Global	Quiz 3 (Open 8 am July 22 - 11:59 pm July 24)	Final Project Proposal 2 (Due
	Technology Gets Personal	Zan o (open o amon) = 2 2000 pmon, = 1,	11:59 pm, July 26)
	The Web Spins Up:		
5	Innovation and the Internet	Feedback- Proposal 2	
	Paradigms and Interfaces		
	Business (But Not as Usual):		What Happened to Culture in
5	Technology Gets (More) Personal		the 20th Century? (Due
	Pioneers, Entrepreneurs, and Titans		11:59 pm, July 29)
	Industrial Revolution 4.0:		
6	Distinctive Aspects of Digital Culture		
	Design, Usability, and Ergonomics		
6	Convergence:		• Final projects (Due by 11:59 pm Eastern Time,
	Profit, Privacy, and Pervasiveness	Quiz 4 (Open 8 am Aug 3 - 11:59 pm Aug 7)	August 5)
	Mobile, Virtual, and Augmented Presence	(	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 <u>UF Schedule of Courses</u> (Links to an external site.)(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.