

DIG 5931C Project Methodologies Summer 2022

Section # PMDG Class # 11699

Class Periods:	Tuesdays and Thursdays Periods 5 and 6	2:00 PM – 4:45 PM
Location:	CSE 413 – DW Reality Lab	Office Hours: Wed 4-6PM
Contact Info:	Via Canvas e-mail or (352) 294-2000	FAA Suite 102

Instructor: James Oliverio, Digital Worlds Institute Director, Professor of Digital Arts & Sciences and Professor of Music

Course Description

Project Methodologies develops competencies and skills for planning, creating, and managing digital media projects, including considerations of interpersonal issues that drive project outcomes. The course examines the project management life cycle, defining project parameters, matrix management challenges, effective tools and technique including Agile/Scrum techniques, and the role of a project manager. This course guides students through multiple project management tools and behavioral skills necessary to successfully lead, launch, and maintain complex digital artifacts. Course elements include: Lectures, Case Study discussions, Topical readings, Individual and Team projects.

Course Prerequisites

Graduate student in the Digital Worlds MiDAS program

Learning Outcomes

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

1. Demonstrate an understanding of fundamental tools used to manage digital media projects
2. Create and effectively communicate original ideas for new intellectual and media properties and projects
3. Describe the contemporary state of the art in emerging technologies with a VR & MR focus
4. Demonstrate an understanding of managerial mindsets and digital media and technology cultures
5. Develop a novel concept for a VR or MR application and prepare a professional quality presentation pitch

Book and Materials

Required -

- **The VR Book** by Jason Jerald
 - [Click here for link](#)

Supplemental

- Student purchased Oculus games or content

Technology Requirements

- In class VR headsets
- Free Oculus content

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 & Class Dates	Topics	WEEK Assignments	TUESDAY	THURSDAY	ASSIGNMENT Due DATES
1 June 28 and June 30	Fundamentals of VR /AR History of XR Technology Overview of Realities: Immersion, Presence, & Illusion	REGISTER and Attend Metaverse Webinar READING 1: The VR Book PART I: CH 1, 2, 3, 4 and 5 Assignment 1: Evaluate a VR Experience – <i>Paper & Presentation 1</i>	Course Overview; VR Headsets and Accounts fully setup	THURS June 30: In class: READING 1 Discussion	Assignment 1: Evaluate a VR Experience – <i>Paper</i> FRIDAY June 1, 2022 11:59 PM EST
2 July 5 and July 7	The Process: Project Development Pipeline Planning and Pre-Production: How to assess/approach a project, goals/benchmarks that drive success Milestones and Deliverables	READING 2: The VR Book PART II: CH 6, 7 and 8 Assignment 2: Evaluate a VR Social Experience – <i>Paper & Presentation 2</i>	TUESDAY July 5, 2022. In-class Student <i>Presentation 1:</i> Evaluate a VR Experience	In-class QUIZ THURSDAY JULY 7: Terminology and Topics from The VR Book Readings	Assignment 2: Evaluate a VR Social Experience – <i>Paper</i> FRIDAY June 8, 2022 11:59 PM EST
3 July 12 and July 14	The Art of Project Management Define the Project: Project Initiation PMLC Agile Scrum Work Breakdown Structure, Network Diagram	READING 3: The VR Book PART IV: CH 20, 21, 22, 23 and 24	•• In class: CASE STUDY 1 WestWorld VR	THURSDAY July 14, 2022 In-class Student <i>Presentation 2:</i> Evaluate a Social VR Experience	
4 July 19 and July 21	Brainstorming/Creativity Small Tech Dynamics Conceptualize and Begin Final Project	Assignment 3: Deconstruct a VR Experience – <i>Project Plan & Presentation 3</i>	•• In class: CASE STUDY 2 Coco VR		Assignment 3: Deconstruct a VR Experience – <i>Project Plan</i> FRIDAY June 22, 2022 11:59 PM EST
5 July 26 and July 28	FINAL ASSIGNMENT Work Case Studies & Analysis • Kite & Lightning • Job Sim	Final Assignment Submission Design Document	•• In class: CASE STUDY 3 Kite & Lightning	THURSDAY July 28, 2022 In-class Student <i>Presentation 3:</i> Deconstruct a VR Experience	Final Assignment Design Document Submission FRIDAY June 29, 2022 11:59 PM EST
6 AUG 2 and AUG 4	Final Project Presentations Create a project proposal of your choice and detail all project parameters			THURS AUG 4, 2022 In-class Student Final Project <i>Presentation</i>	

Grading Criteria

Assignment / Assessment	Total Points	% of Grade
Presentations – Students will create and present professional analysis and proposals on the current and emerging interactive media industry projects and properties.	300	30
Written assignments – Each student will write weekly research papers. Research papers will be graded based on their content, clear focus, creativity, and overall effectiveness.	300	30
Quizzes – Based on the material covered in class, as well as the assigned reading material.	100	10
Final Project – Each student will prepare and present a professional quality pitch of their project	200	20
Attendance and Participation – Students are expected to attend all classes on time and actively engage with the instructor, peers, participating fully in discussions and joint activities.	100	10

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

It is expected that all students attend every scheduled class. It is expected that students will arrive on time to every class. It is expected that students will engage with the instructor, peers, and the material in a substantial way. Attendance will be taken at the beginning of every class. The instructor will note which students and asking/answering questions and providing in depth feedback to the course discussion.

This class will not offer asynchronous class lecture recordings or the ability to virtually attend the class via video conferencing. Students are expected to be on-campus.

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". Please DO NOT utilize UF or other personal email channels.

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 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](mailto:helpdesk@ufl.edu) 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 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.