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DIG3526 DESIGN AND PRODUCTION STUDIO 2 (DPS 2)

Spring 2025

Course Meetings: Online

Course Modality: Online Asynchronous (OA)

Course Description

This course will explore the creative production of time-based media using digital video and effects. Emphasis on advanced video concepts, techniques, and compositing. This course will focus on advanced video techniques using the Adobe Creative Suite and studio lab. We will study concepts in cinematography, lighting, editing theory and sound; intro to compositing - live action and 2d/3d elements with green screen techniques.

Course Prerequisites

Digital Arts and Sciences BA major and DIG 3525C with minimum grade of C.

Learning Outcomes

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

- Use non-linear editing software to organize and sequence images efficiently.
- Use 2D/3D compositing software to develop visual effects.
- Apply cinematic composition techniques to advance and compliment a story.
- Learn basic color correction and audio techniques for video production.
- Identify and effectively utilize lighting instruments for cinematic effect.
- Describe characteristics of well-designed and executed production.
- Demonstrate skills in the use of industry standard tools.

Materials & Books

Required

- Adobe Photoshop
- Adobe Premiere Pro
- Adobe Illustrator
- Adobe After Effects
- Camera (Professional Cameras, DSLR Cameras, or Smartphones are acceptable).

Supplemental

- <https://www.linkedin.com/learning>
- www.motionographer.com (online resource for latest industry work)
- www.videocopilot.com (online resource for tutorials)
- https://www.youtube.com/playlist?list=PLgFFLspkf_gzGJU32KO8mg0eTKwuXvPE7 (PremiereProCC Tutorials)
- <https://vimeo.com/groups/freehd/videos> (Free Stock footage)
- The instructor will include more resources on the Canvas page

Technology Requirements

- Hard Drive or Cloud Drive of at least 100 GB

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
1	Class Overview: Goals of Class Canvas Structure View Edit Stock final Cuts	- Download Explore Edit Stock footage - Setup PP Shot Selection - Create a Behance Page
2	Fundamentals of Film and Video: Key Principles Types of Cinema Types of shots History and terms of Cinema	Weekly Gif 1
3	Building blocks of Film & Editing:1 Module 1 Recap Role of the Editor Kuleshove effect & The Psychology of Film Editing Elements of Editing Class Assignment Review (Graphical & Temporal Relationship)	- Project 1: Edit stock Rough Edit 1 - Weekly GIF 2
4	Building blocks of Film & Editing:2 Week 3 Review Time, Pace, Feeling Rhythmic Relationship Role of the editor	
5	Camera: Anatomy (Camera Basics: Anatomy): Basic camera Anatomy Aperture, Shutter Speed, Sensor	- Project 2: Shot Type in short video - Quiz 1 (M1-M5)
6	Camera Basic: Exposure and Frame rate: Module 4 Recap Exposure Triangle Transitioning from photography to videography Module 5 Assign Overview Transitioning from photography to videography	Weekly GIF 3
7	Lighting 1: 3 Point lighting Practical Ambient Tools	Weekly GIF 4
8	Lighting 2: Green Screen and Prep and Lighting: Post Production VFX Compositing	Project 3: Lighting Exercise 3

9	Chroma Keying & basic compositing: Post Production VFX Compositing Masking Color Correction Image building Color Theory and Color Scheme	○ Project 4: Keying Exercise
10	DB level, Meters Foley, FX, Music, and ambient Diegetic and non-diegetic sounds	○ Weekly GIF 6 ○ Quiz 2 (M6-M10)
11	Audio and Sound Design 2 Sound Editing In Premiere	
12	Pre Production and Planning Pipeline Overview Copyright Writing a Treatment	○ Final Project Pre-Production1: Treatment, Document, and Pitch
13	Final Project Prep 1 Presenting Idea	○ Progress Report 1 ○ Weekly GIF 9
14	Final Project Prep 2	○ Progress Report 2
15	Final Presentation	○ Final film Project Due

Grading Criteria

Assignment / Assessment	Total Points	% of Grade
Attendance and Participation		5
Weekly Gifs – Weekly projects are due a week after the day they are posted unless otherwise noted. These projects will be quick mini production assignments that should be able to be completed in one day. Weekly Gifs are heavily penalized for lateness and CANNOT BE MADE UP.	200	15
Three Quizzes on four weeks worth of lecture material%	120	15
Projects/Assignments – Projects/Assignments are due before the Sunday session of each week by 11:59 PM unless otherwise noted. The work will be uploaded to CANVAS. Each student will be required to post a critique of their classmates' work on CANVAS.	400	30
Final Group Project – Final Project is the result of the semester-long effort in learning. It is expected that in this final project, students employ the principles and techniques they have learned during the semester.	200	35

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. The UF Digital Worlds Institute is committed to the idea that regular student engagement is essential to successful scholastic achievement. No matter if the class is held in a traditional classroom, an online classroom, or a combination of the two, interaction with your peers and the instructor will empower you to greater achievement.

ATTENDANCE

In our course, watching course videos must be accomplished within the week they are assigned. Proactive activity on delays may occur with class progress. Acceptable reasons for absence from or failure to engage in class include illness; Title IX-related situations; serious accidents or emergencies affecting the student, their roommates, or their family; special curricular requirements (e.g., judging trips, field trips, professional conferences); military obligation; severe weather conditions that prevent class participation; religious holidays; participation in official university activities (e.g., music performances, athletic competition, debate); and court-imposed legal obligations (e.g., jury duty or subpoena). For all planned absences, a student in a situation that allows an excused absence from a class, or any required class activity must inform the instructor as early as possible prior to the class. For all unplanned absences because of accidents or emergency situations, students should contact their instructor as soon as conditions permit.

In the case of an excused absence you must provide appropriate documentation in advance of the absence using the medical Petition portal <https://care.dso.ufl.edu/medical-petition-portal/documentation-guidelines/>

Other reasons (e.g., a job interview or club activity) may be deemed acceptable if approved by the instructor well ahead of the class demo.

MAKEUP POLICY

Each assignment for this course will have late penalties outlined within the assignment's rubric. The later the assignment the more points are deducted from the assignment grade. Weekly GIF assignments that are late beyond 4 days after the due date will result in a 0. Resubmission for Weekly GIFs will not be accepted. Excluded from this policy are any assignments missed due to medical emergencies.

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/>

Students may only participate in classes if they are registered officially or approved to audit with evidence of having paid audit fees. The Office of the University Registrar provides official class rolls to instructors. Students are responsible for satisfying all academic objectives as defined by the instructor. Absences count from the first-class meeting.

Students shall be permitted a reasonable amount of time to make up the material or activities covered during absence from class or inability to engage in class activities because of the reasons outlined above.

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 Modality

Course modality is the way in which a class is offered/delivered to students by the instructor. All students, regardless of the modality, will achieve the same learning objectives. Students can check their class schedules or reference the top of this syllabus to see the format(s) available for each of their individual classes. The modality of a course does not vary during a semester, and students are expected to adhere to the instructor-defined attendance guidelines for that format. Use the guide below to familiarize yourself with the various ways classes are offered at the Digital Worlds Institute.

Know Your Course Modality

		
Face-to-Face (F2F)	Online Asynchronous (OA)	Online Synchronous (OS)
Students attend class F2F in a classroom. Class sessions may be recorded for students to view later.	Students watch the posted recording of the class session or studio recording online at their convenience.	Students participate in a class in real-time through Zoom.
Hybrid refers to a course that is partially Face-to-Face (F2F) and Online Asynchronous (OA)		
In a HyFlex Model , students have the flexibility of moving across all three modalities as needed or desired.		

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 DAS major'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

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](#) 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.bluer.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.