



Michael Clark

Contact: (352) 294-3937

E-mail. Michael@DigitalWorlds.ufl.edu

Office: McCarty Pavilion Room 101 or ZOOM

Hours: By Appointment

TPA 4946 PRODUCTION PRACTICUM Fall 2023

Course Meetings: Various Times, with dedicated Wed check in.

Course Modality: Face to Face

Course Description

This course offers a comprehensive exploration of the process and techniques involved in producing various forms of digital content. Participants will learn to plan, create, edit, and publish compelling digital content for live event platforms. Through hands-on projects, workshops, and critiques, students will develop the skills necessary to effectively communicate messages through visual, audio, and textual mediums in the digital realm.

Course Prerequisites

None

Outcomes

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

- Understand the principles of effective digital content creation.
- Generate creative ideas and concepts for digital projects.
- Utilize tools and software for creating visual, audio, and written content
- Apply design principles to enhance the aesthetic appeal and usability of digital content.
- Critically evaluate and refine their digital content through feedback and self-assessment.
- Integrate digital content into Live Event Performances
- Critically analyze and evaluate the effectiveness of digital content.

Materials & Books

Required

€ TBD

Supplemental

- Online tutorials for video editing software
- Sample videos and digital portfolios
- Copyright and legal resources related to digital content creation

Technology Requirements

- € The students will be required to have access to and use a personal computer with the access to the Internet. Certain software will be required for class assignments.
- € This class is intended to meet in theater spaces or installation sites in addition to communication over internet or in person meetings.

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	Assignments Due
1	<ul style="list-style-type: none">• Definition and importance of digital content• Understanding target audiences and goals• Exploration of different content types (text, images, videos, audio)• Overview of digital content creation tools and software		
2	<ul style="list-style-type: none">• Generating creative ideas for digital projects• Developing a clear concept and purpose for content• Creating mood boards and visual inspiration• Storyboarding and outlining content structure <p>Assignment – Storyboarding/ Mood Boards</p>		
3	<ul style="list-style-type: none">• Introduction to graphic design principles• Creating and editing images using software (e.g., Adobe Photoshop)• Designing infographics, banners, and social media visuals• Incorporating branding and visual consistency		
4	<ul style="list-style-type: none">• Basics of video production (shooting, lighting, sound)• Video editing techniques (using software like Adobe Premiere Pro)		

5	<ul style="list-style-type: none"> • Adding transitions, effects, and text overlays • Exporting and optimizing videos for various platforms <p>Assignment – Animatic Samples</p>		
6	<ul style="list-style-type: none"> • Understanding audio recording and editing • Creating podcasts, voiceovers, and soundscapes 		
7	<ul style="list-style-type: none"> • Using audio editing software (e.g., Audacity or Adobe Audition) • Enhancing audio quality and adding effects • <p>Assignment – Show Video Samples</p>		
8	<ul style="list-style-type: none"> • Understanding file transfer and setup. • Overview of Display Systems and Software 		
9	<p>PRODUCTION WORK (LOAD IN AND TECH WEEK)</p> <ul style="list-style-type: none"> • Communication with Design Teams during technical rehearsal. • Applying successful programming. 		
10	<p>PRODUCTION WORK (LOAD IN AND TECH WEEK)</p> <ul style="list-style-type: none"> • Communication with Design Teams during technical rehearsal. • Applying successful programming. 		
11	<p>PRODUCTION WORK (LOAD IN AND TECH WEEK)</p> <ul style="list-style-type: none"> • Communication with Design Teams during technical rehearsal. • Applying successful programming. 		
12	<ul style="list-style-type: none"> • Choosing the right platforms for content distribution (websites, social media, blogs) • Scheduling and managing content release. • Understanding analytics and measuring content performance • Engaging with the audience and responding to feedback 		
13	<ul style="list-style-type: none"> • Students showcase their best digital content projects. 		

14	<ul style="list-style-type: none"> Peer and instructor feedback on content quality and presentation Reflection on the learning journey and future content creation goals 		
15	Portfolio Review		
16	FINALS WEEK – NO REGULAR CLASS		

Grading Criteria

Assignment / Assessment	Total Points	% of Grade
Production Project	500	50
Quizzes and/or Assignments	200	20
Class Participation and 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 Portfolio Presentation	250	15

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.

The success of this course is based on discussion and class participation. Attendance is vital. Your first unexcused absence from class will be permitted without penalty. The second unexcused absence will lower your final grade by 5%. The third unexcused absence will lower your final grade by 15%. The fourth unexcused absence will lower your final grade by 30%. Two (2) late arrivals and/or early departures to/from class will count as one (1) absence.

Excused absences are consistent with university policies in the undergraduate catalog (<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>) and require appropriate documentation.

In general, acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition, or debate. Students must provide appropriate documentation in advance of the absence when possible. No documentation is needed for an absence due to religious observation.

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 Communications

Students can communicate directly with the instructor regarding the course material through the course management system (CANVAS) using "Canvas Mail".

Class Mental Wellness

The student will be asked to seek U matter, We care advisement during the term if the student GPA drops below 2.0 in the class or if the student is in some other jeopardy of continuance due to excessive absence or lateness.

Sensitive Topics and Materials




Potentially offensive subject material should at minimum be accompanied with a warning to the viewer or avoided altogether. While the Instructor approves of critical thinking and controversial topics there will be no tolerance of any comment of content containing harassment; violent, threatening, defrauding or obscene material; accessing or publishing pornographic, sexual comments or images, racial slurs, gender- specific comments; any comments that could reasonably offend someone on the basis of their age, sexual orientation, religious or political beliefs, marital or parental

status, physical features, national origin, or disability.

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

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](http://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.