Entertainment Technology
DIG 6050, section 1193

Instructor: Marko Suvajdzic, MFA, Visiting Assistant Professor, Digital Worlds Institute
Class meetings: Tuesdays, Period 7, Thursdays, Periods 7 and 8
Classroom: E413 SAGE, Computer Sciences/Engineering
Office hours: Tuesdays, 3:00pm – 4:00pm; Wednesdays, 3:00PM – 4:00PM
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INTRODUCTION

Entertainment Technology class explores both traditional and contemporary technologies and techniques for designing and producing compelling entertainment artifacts, ranging from cinema and television to online and emergent interactive formats. Students are expected to collaborate in the creation of a major class project, as well as to undertake an individual project tailored to each student’s particular research interests.

At the conclusion of the course, ET students will be able to:

1. Explain in detail a process for creating an entertainment project (from initial concept to technical design to project promotion).
2. Analyze and critique both historical and contemporary entertainment artifacts in terms of production design and value, metaphor and narrative.
3. Create an integrated project breakdown and schedule, including the pre-production, production and post-production phases.
4. Speak knowledgeably about both the traditional and contemporary technologies used in the convergent fields of film, television, theatrical and media-enhanced performance, sound and lighting and entertainment project development.
5. Describe both their individual accomplishment and collaborative contributions in terms of at least one major ET project undertaken during the semester.
6. Present both an initial project proposal and a final semester project realization in a compelling and professional manner.

GRADING SCALE

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<th>GRADING SCALE Letter Grade</th>
<th>% Equivalency</th>
<th>GPA Equivalency</th>
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<tbody>
<tr>
<td>A</td>
<td>94 – 100%</td>
<td>4.0</td>
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<tr>
<td>A-</td>
<td>90 – 93%</td>
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<tr>
<td>B+</td>
<td>87 – 89%</td>
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<td>B</td>
<td>84 – 86%</td>
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<tr>
<td>B-</td>
<td>80 – 83%</td>
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<td>C+</td>
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SUBMISSION OF CLASS ASSIGNMENTS
Unless otherwise specified, all class assignments are to be submitted via the course web site. Said email submissions will be made no later than 6AM on the day upon which the assignment is due.

FOCUS OF THE GRADING
I will be grading your writing only insofar as it adds or detracts from the ideas you are trying to communicate. In other words, the focus of the grading will not be on your writing abilities. I will mostly be looking at your understanding of the assigned readings and class discussions, and the quality of your ideas about them. You should make sure your writing is adequate enough to communicate your understanding and ideas.

Your papers will be graded according to the following rubric:

1. A clear and concise thesis, central argument or main point
2. Evidence that clearly supports that main thesis
3. Relationship between the thesis and the readings and material discussed in class
4. Clarity in writing, use of proper formatting and use of proper paragraph structure in articulating your ideas
5. The relevance, creativity and strength of your arguments and analysis in examining an potent and important issue related to some aspect of digital culture.

CLASS POLICIES
Attendance is required. Contents of missed sessions will not be repeated for individual students; it is your responsibility to obtain notes and other information discussed during any given session from classmates or web postings.

CLASSROOM ACCOMMODATION
Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

EMAIL
Each student is required to maintain and check their registered UF email account capable of sending and receiving 1-3MB files. Information necessary for upcoming classes will be discussed in weekly class sessions and if any changes or modifications to existing schedule or requirements become necessary, will be emailed to students 24 hours in advance of the next class meeting.

UF HONOR CODE
All students are expected to abide by the UF Honor Code at all times, which reads, in part: “I affirm that this work in its entirety is mine alone, and that I have received no outside assistance from anyone else, including classmates, other students, or faculty. I understand that plagiarism, seeking or receiving other unauthorized assistance, or any false representations regarding this exam [or other work] are serious offenses punishable under the Student Honor Code.” Academic dishonesty, as defined by UF polices will not be tolerated and will carry appropriate penalties. All Intellectual Property created by other entities must be given proper reference in all materials submitted in class.

**READING AND WRITING CENTER**

If you have trouble with the writing required by this course, you are encouraged to a) visit the instructor and/or TA during office hours; and b) visit the University of Florida Reading and Writing Center (RWC), which offers mentorship and editing services to University of Florida students. Here is how the RWC’s website ([http://writing.ufl.edu/writing-center/](http://writing.ufl.edu/writing-center/)) describes the center and its services: “The Reading and Writing Center (RWC) is committed to helping University of Florida students become better writers and readers. We aim to support independent learning and encourage scholarship by fostering writing and reading skills. We provide individual assistance to those wishing to develop their writing, better understand the writing process, and improve reading comprehension and study skills. Students of all levels and disciplines are welcome!”

**STUDENT CONCERNS**

If you have any concerns or questions about any situation in the course please consult the instructor ASAP. If after consultation with the Instructor, the student has unresolved concerns or questions, they may request an appointment with the program director.