AET 339 (#20973)	The University of Texas at Austin	College of Fine Arts |Department for Art and Entertainment Technologies
	Syllabus
Course Information	DIGITAL EXPERIENCE & PRACTICE
	Mondays 2:00-5:00pm in PAC 3.204
	Office Hours Mondays 1:00pm- 2:00pm
Instructor	Ana Herruzo, M.Arch, M.DesR
	email@utexas.edu
Catalog Description	This class serves as an introduction to the field of Experiential Design. It is a hands-on studio, where students will explore different design methodologies in order to create a Digital Experience; it is meant to serve as a first approach to the development of a professional project..
Course Overview	We will begin by covering recent evolution, applications, and aesthetics of emerging digital practices. We will look at both contemporary examples in the field as well as several projects developed as part of Ana Herruzo's professional practice. We will carefully study and examine the projects from ideation to final production by paying special attention to the design, exploration and the production process. This Hybrid Art&Tech studio aims to find a balance between design, programming and hardware implementations.
Prerequisite(s)	None
Objectives & Assessment Instruments	By the end of the course, students should be able to:
	Students will learn how to research and produce a series of creative works surrounding a particular topic, culminating with the development and presentation of a proof of concept.
	Some of the documents the students will learn how to produce are ideation and concept decks, system diagrams and media templates. Technical skills covered are networking procedures, interactive techniques, machine learning applications, data visualizations, data protocols and more. Upon completion of the course, students will have an overall understanding of all elements necessary to create, design and deploy successfully a Digital Media Experience.
UT Electronic Mail Notification Policy	Electronic mail (e-mail) is a mechanism for official University and instructor communication to students. Students are expected to check e-mail on a frequent and regular basis in order to stay current with University- and course-related communications, recognizing that certain communications may be time-critical. It is recommended that e-mail be checked daily, but at a minimum, twice per week.
	It is the responsibility of every student to keep the University and instructor informed of changes in his or her official e-mail address (do so at https://utdirect.utexas.edu/utdirect/bio/address_change.WBX). Consequently, e-mail returned to the University with "User Unknown" is not an acceptable excuse for missed communication. Similarly, undeliverable messages returned because of a full inbox or use of a spam filter will be considered delivered without further action required of the University or instructor. (see http://www.utexas.edu/cio/policies/university-electronic-mail-student-notification-policy)
Use of Class Materials	The materials used in this class, including, but not limited to, exams, quizzes, and homework assignments are copyright protected works. Any unauthorized copying of the class materials is a

violation of federal law and may result in disciplinary actions being taken against the student. Additionally, the sharing of class materials without the specific, express approval of the instructor may be a violation of the University's Student Honor Code and an act of academic dishonesty, which could result in further disciplinary action. This includes, among other things, uploading class materials to websites for the purpose of sharing those materials with other current or future students.
(from https://wikis.utexas.edu/display/coursematerials/Sample+Use+Statement+for+Syllabus)

Attendance	You are allowed up to three absences for illness or personal reasons; however, you will likely miss points for in-class assignments or activities as a result, and these generally cannot be made up. However, if a serious medical or personal crisis (hospitalization, death in the family, etc.) impacts your attendance, please inform me as soon as possible. In addition, see the exception below for religious holy days.

Arriving more than ten minutes late at the beginning of class or after a break, leaving class without permission, and leaving class prior to dismissal for the day all count as being tardy. Three tardies equals an absence. Four absences will lower your course grade by one letter grade. Additional absences may result in failure of the course. |
| Religious Holidays | Section 51.911 of the Texas Education Code states that a student shall be excused from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. University policy requires students to notify each of their instructors at least fourteen days prior to the date they will be absent from scheduled classes to observe a religious holy day.
(from http://www.utexas.edu/provost/policies/religious_holidays/1555_001.pdf) |
| Classroom Etiquette | Please observe the following rules during class as a courtesy to fellow students and the instructor.

1) *Be on time at the beginning of class and after each break.* If you must come in late at the beginning of class, please enter the room and seat yourself as quietly and unobtrusively as possible. And please don't hold up the entire class by failing to return promptly at the end of an announced break, since often the second part of the class period is when we will engage in group activities.

2) *Turn off your cell phone's notification sounds upon entering the classroom*. If you forget to do so, and your phone rings, chirps, or vibrates loudly during class, turn it off immediately and discreetly. I reserve the right to penalize repeat offenders by subtracting points from their day's assignment.

3) *Don't distract other students.* Everyone benefits from a classroom free of distracting sights, sounds, and smells. If you would like to update your Facebook page, talk to your friends, listen to loud music, polish your nails, doodle with Sharpies, etc., please do so outside the classroom during breaks.

4) *Consider bringing earphones and/or earplugs to class for work sessions*. If you like to listen to music while you work, you are welcome to do so, so long as no one else can hear it. And if you are easily distracted by noise/conversation, please bring earplugs to wear so that the conversation from desk critiques will not bother you. |

Academic Integrity	The University's Honor Code states that "As a student of The University of Texas at Austin, I shall abide by the core values of the University and uphold academic integrity." You are expected to maintain absolute integrity and a high standard of individual honor in scholastic work undertaken at the University. At a minimum, you should complete any assignments, exams, and other scholastic endeavors with the utmost honesty, which requires you to:

- acknowledge the contributions of other sources to your scholastic efforts;
- complete your assignments independently unless expressly authorized to seek or obtain assistance in preparing them;
- follow instructions for assignments and exams, and observe the standards of your academic discipline; and
- avoid engaging in any form of academic dishonesty on behalf of yourself or another student.

(adapted from http://deanofstudents.utexas.edu/sjs/acint_student.php)

Academic Dishonesty

In promoting a high standard of academic integrity, the University broadly defines academic dishonesty as including *any act designed to give an unfair or undeserved academic advantage*, such as:

- Cheating
- Plagiarism
- Unauthorized Collaboration / Collusion
- Falsifying Academic Records
- Misrepresenting Facts (e.g., providing false information to postpone an exam, obtain an extended deadline for an assignment, or even gain an unearned financial benefit)
- Multiple submissions (submitting essentially the same written assignment for two courses without authorization to do so)
- Any other acts (or attempted acts) that violate the basic standard of academic integrity

(adapted from http://deanofstudents.utexas.edu/sjs/acadint_whatis.php)

Students who violate University rules on academic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University.
(from http://deanofstudents.utexas.edu/sjs/acint_faculty_syllabus.php)

Plagiarism

"Plagiarism" includes, but is not limited to, the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one's own academic work being offered for credit or in conjunction with a program course requirement (from Sec. 11-402, http://catalog.utexas.edu/general-information/appendices/appendix-c/student-discipline-and-conduct/).

Copyright and Fair Use

Understanding the basic principles of copyright and fair use is of critical importance to designers. Many of the uses we will make of texts, images, and videos this semester will be covered by the doctrine of fair use. However, as creators, you need to be aware of your own and other copyright holders' legal rights, and to properly identify and license your own and others' works. We will discuss these issues during the semester as needed, but when you have questions about whether or when you can appropriate someone else's work, a useful resource is Georgia K. Harper's Copyright Crash Course, available at http://copyright.lib.utexas.edu/.

Services for Students with Disabilities (SSD)

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Students with Disabilities (512-471-6259, ssd@austin.utexas.edu, http://ddce.utexas.edu/disability/, or videophone 512-471-6644). Please provide documentation of your needs during the first week of class, if possible, so that I can make the necessary accommodations promptly.

Student Support Services

There are numerous free and/or low-cost support services available to students at UT. They include (but are not limited to) the following:

Fine Arts Career Services (512-232-7333, *utexas.edu/finearts/careers*) provides a full range of services and resources to support students and alumni.

The Undergraduate Writing Center
(512-471-6222, *uwc.utexas.edu*) helps students with every phase of writing assignments for
their courses.

The Sanger Learning Center (512-471-3614, *utexas.edu/ugs/slc*) provides study skills, time-management, and note-taking courses.

University Health Services (512-471-4955, *healthyhorns.utexas.edu*) provides medical and health promotion services for currently enrolled students and some non-students who are officially enrolled in certain University programs.

The Counseling and Mental Health Center (512-471-3515, *cmhc.utexas.edu*) helps students with their personal concerns so that they can meet the daily challenges of student life.

Emergency Procedures	Mass e-mails (in addition to sirens and fire alarms, when appropriate) will be used to provide students, faculty, and staff with information regarding potential threats to the safety and security of the campus community. E-mails will also be used as a way to notify students, faculty, and staff of emergency situations and keep them updated on the situation. Emergency officials also have the ability to disseminate important information via text message directly to the cell phones of users subscribed to the service. Please consider subscribing to this service at https://utdirect.utexas.edu/apps/csas/text/main/. (adapted from http://www.utexas.edu/safety/preparedness/plans/EmergencyManagementPlan2013a.pdf)
Campus Carry	The concealed carry of handguns by permit holders is generally allowed in outdoor areas, as well as buildings and spaces that are accessible to the public. Permit holders are allowed to carry in classrooms. It is the responsibility of concealed-carry license holders to carry their handguns on or about their person at all times while on campus. "About" the person means that a license holder may carry a holstered handgun in a backpack or handbag, but the backpack or handbag must be close enough that the license holder can grasp it without materially changing position. The holster must completely cover the trigger area and have enough tension to keep the gun in place if jostled. A license holder may not carry a partially or wholly visible handgun on campus premises or on any university driveway, street, sidewalk or walkway, parking lot, parking garage, or other parking area. The open carry of handguns is not permitted on campus. Anyone who sees an openly carried gun on campus should immediately call 911. (from https://campuscarry.utexas.edu/students)
Overview of Schedule	Please be aware that on occasion the order and timing of the course schedule may need to be altered to accommodate UT closures, instructor illness, student needs/interests, and design program workshop opportunities and lectures. Any significant alterations to the schedule will be announced via Canvas.
	Reading assignments and an agenda for each day of class will be posted to Canvas. Use the numbers in the left-hand column of this schedule (01, 02, 03,...30) to locate the Canvas module that corresponds to a given day of class (e.g., if you are looking for the reading assignment for the seventh day of class, T 4 Feb, it will be posted to module 07 in Canvas).

GRADING:

Evaluation Standards

1. Development of concepts that are thoughtful, original and creative
2. Careful attention to execution, technique, and completion of projects
3. Effective visual and verbal presentations
4. Active and verbal participation in class activities and critiques
5. Personal challenge and effort in project development
6. Deadline compliance
7. Performance in student learning outcomes
8. All work submitted shall be developed by the student for this class, no prior work from other courses can be submitted.

Activity	Points
Attendance, Participation and Collaboration	15
Weekly Assignments	35
Research paper	10
Final Project	50
Total	100

Final Grade Criteria	Studio Course		
A	93-100%	Clearly stands out as **EXEMPLARY** performance and exhibits consummate command of learning outcomes
A-	90-93%	
B+	87-89%	Grasps subject matter at a **PROFICIENT** level, considered to be good to very good, and exhibits command of learning outcomes
B	84-86%	
B-	80-83%	
C+	77-79%	Demonstrates an **ACCEPTABLE** comprehension of the subject matter, and exhibits satisfactory understanding of the learning outcomes
C	74-76%	
C-	70-73%	Quality of work is below average and **INADEQUATE**, and exhibits only minimal understanding of the learning outcomes.
D+	67-69%	
D	60-66%	
F	60%	Quality and quantity of work is **UNACCEPTABLE** and does not exhibit understanding of the learning outcomes

ASSIGNMENTS:

During the first part of the semester, the students will work on weekly assignments.

Final Project

Students will research and produce a series of creative works surrounding a particular topic, culminating with the development and presentation of a proof of concept. Work is expected to be highly creative and demonstrate proficiency in core programming and technical concepts. Final deliverables are a promo-video documentation, a portfolio piece and a reasearch paper.

Portfolio
Written and visual materials, blog entries, web resources, and programming components created during the course will be included in the student's portfolio.

CLASS SCHEDULE: *The following weekly schedule is subject to instructor revision.*

Week	Topics	Lectures	Assignments
Week0	LABOR DAY		
Week 1	Class Intro Research topics	Ana Herruzo's Professional practice intro	Intro to tools for this semester: -Topics research
Week 2	THE VIRTUAL AND THE REAL Spatial Media Integration	INTERACTIVE DANCE CLUB 98' Architectural Media Projects	Virtual and Physical 3D exercises
Week 3	CREATIVITY Artboards, edits, and presentations. Video documentation.	Rob Bredow-Talk on Creativity	Inspirational boards, and inspiration topics. First Experiential Design pitch.
Week 4	TECHNOLOGY How does a computer work? Analog to Digital	Hariri Talks on Technology and society	Research hardware to work with. Choose a sensor for data collection.
Week 5	DATA Data formatting and manipulation	EYEO Talks	DATA VIz Exercises
Week 6	REALTIME 3D and Animation	Real-Time Live Siggraph 2018	
Week 7	The TOOL	Ana Herruzo's Tools showcase	Students will create/program a tool
Week 8	MIDTERM presentations		
Week 9	THE CONCEPT		
Week 10	Work on final project		In class work session
Week 11	Work on final project		In class work session
Week 12	Work on Final Project		In class work session
Week 13	Work on final Project		In class work session
Week 14	FINAL project Presentations		