



Fall 2025

**Dr. Roxane Coche**

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352-392-0463

2075 Weimer Hall (enter through 2079)

Office Hours: 10 a.m.-12 p.m. Monday

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Meeting: Wednesday, Periods 6-7 (12:50 PM - 2:45 p.m.) in Weimer Hall G030

Course Text: All Readings and Resources will be available online or given in class.

No prerequisites are needed for enrollment in this course.

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## **COURSE DESCRIPTION**

The Orange & Blue Film Festival at the University of Florida's College of Journalism and Communications is the largest state-wide collegiate and high school film festival hosted by a Florida university. Since its inception, the festival has welcomed more than 50 filmmakers, about 500 guests, and industry talent to the Gator Nation.

This immersive learning course provides you with the unique opportunity to lead the strategic planning and calculated execution of the Orange & Blue Festival. Through a two-semester journey, you will learn key skills in event management, media distribution, marketing and advertising, leadership, and film procurement.

While the course primarily focuses on experiences most relevant to film festivals, the knowledge and insights gained can be applied to careers and experiences in corporate communications, production companies, agencies, and media distributors.

## **COURSE OBJECTIVES**

By the end of this semester, you will:

1. Define and compare different leadership styles and tactics;
2. Demonstrate how to effectively communicate with various stakeholders, including audiences, filmmakers, industry professionals, and potential sponsors.
3. Understand the role of film festivals in the entertainment industry's marketplace and influence on content distribution channels.
4. Collaborate to develop a cohesive event vision and comprehensive festival project timeline.

## CLASSROOM RULES

Be on Time: Arrive punctually and ready to learn.

Respect Others: Listen attentively, avoid interruptions, and use kind words. Respect group work and contribute fairly.

Be Prepared: Bring necessary materials, complete assignments, and participate actively.

Take advantage of Opportunities: Take the leap, try new things, attend that event, try a new club, because you don't know what you don't know.

Communicate Honestly: Speak truthfully and ask for help when needed.

Take Responsibility: Own your learning, behavior, and choices. Put forth your best effort. Show up for YOURSELF!

Embrace Mistakes: View challenges as learning opportunities.

## COURSE OUTLINE

Please note:

1. The schedule outlined in this syllabus is tentative and subject to change. Any updates will be communicated as early as possible.
2. Some all-hands pitches will take place this semester and will count toward your grade, but their dates are TBD as it will depend on group cohesiveness.

Week	Topic
WEEK 1	Introductions / Class Discussion / Expectations, Rules and Assignments / The 5 Senses: Sight, Hearing, Smell, Taste, Touch and "WH" questions. Assignment: Recap of <i>2025 Event</i> Assignment.
WEEK 2	Review of <i>Recap of 2025 Event</i> assignment / S.W.O.T. analysis of 2025 OBFF / Select Date of event / Discuss Event Report and List of HS and Colleges Assignments / Budgeting & Planning software Assignment: Search for a UF event to complete <i>Event Report</i> assignment.
WEEK 3	Field Trip to Reitz Union to meet with Event Staff and get a tour. Assignment: Reading available on Canvas + Work on <i>List of High Schools and Colleges</i> assignment.
WEEK 4	Leadership Styles. Assignment: Work on <i>List of High Schools and Colleges</i> assignment.
WEEK 5	Venues & spaces / UF event policies & vendors / Organization tips, tools & time management. Assignment: Finalize <i>List of High Schools and Colleges</i> assignment.

WEEK 6	Design, marketing and social media. Review List of High Schools and Colleges assignment Assignment: <i>Promotional Merch</i> assignment.
WEEK 7	Review of all job titles & descriptions. Assignment: Preferences survey.
WEEK 8	Team assignments and review of job duties. Assignment: <i>Team Assignment #1</i> .
WEEK 9	Templates and promotional items / Review Promotional Merch assignment / All-Hands. Assignment: Reading available on Canvas.
WEEK 10	Production 101 / All-Hands. Assignment: Reading available on Canvas.
WEEK 11	Creating an Itinerary for “back of the house” / All-Hands. Assignment: Reading available on Canvas.
WEEK 12	Creating an Itinerary for “front of the house” / All-Hands. Assignment: <i>Team Assignment #2</i> .
WEEK 13	Directing a Film Festival / All-Hands. Assignment: Finalize <i>Event Report</i> assignment.
WEEK 14	Review Event assignment / All-Hands. Assignment: Final Team Report.

## COURSE OUTLINE

You will be graded in accordance with [UF policies](#) using the Satisfactory / Unsatisfactory grade option. You will receive feedback on your work throughout the semester, and grades will depend upon your attendance, participation and engagement, and quality of assignments based on the following point system:

Attendance: 5 points for each class session

Participation / Engagement: 5 points for each class session

Quality of work: 10 points for each assignment

## ATTENDANCE POLICY

You are expected to attend every class. Requirements for class attendance and make-up work, assignments, and other work in the course are consistent with [university policies](#). If you have an extenuating circumstance that requires a prolonged absence, please refer to the University of Florida’s [Dean of Students Office Instructor Notification Request](#).

## **ACCOMMODATIONS**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). 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.

## **COURSE EVALUATIONS**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online. Students can complete evaluations in three ways:

- The email they receive from GatorEvals,
- Their Canvas course menu under GatorEvals, or
- The central portal at <https://my-ufl.bluera.com>

Guidance on how to provide constructive feedback is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

## **UF Academic Policies & Resources**

Please visit this link for all UF academic policies and resources:  
<https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>