



Spring 2026

Dr. Roxane Coche

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2075 Weimer Hall (enter through 2079)

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

Prof. Bridget Grogan

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Meeting: Monday, Period 6 (12:50 PM - 1:40 p.m.) in the Atlas Lab

Wednesday, Periods 5-6 (11:45 PM - 1:40 p.m.) in Weimer Hall 1084

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

No prerequisites are needed for enrollment in this course.

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. Collaborate to develop a cohesive event vision & effectively communicate the festival's vision and goals to a variety of audiences.
2. Identify key legal and ethical considerations of film festivals including copyright, licensing, and screening rights.

3. Recognize improvement in project management skills by effectively communicating/coordinating with venues, equipment providers, and key campus partners.
4. Execute marketing strategies to generate audience interest and attendance.
5. Respond effectively to unexpected challenges and make informed decisions under pressure.

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	Onboarding new people. Getting everyone caught up and on the same page, introducing new students etc.
WEEK 2	Christine Bucan to speak + Creating a supplies / ordering list, each team to focus on their own sections - All hands meeting
WEEK 3	Each team to focus on their own sections - All hands meeting
WEEK 4	Diagrams/Layouts - All hands meeting
WEEK 5	Draft itineraries (both front and back) -All hands meeting
WEEK 6	Finalizing Itinerary for "front of the house"
WEEK 7	Finalizing Itinerary for "back of the house" - All hands meeting

Week	Topic
WEEK 8	Event Shadowing – Hands on Experience (Sports Collective Symposium)
WEEK 9	Discuss the experience from Sports Collective Symposium and start reviewing all details for OBFF (start to finish)- All hands meeting
WEEK 10	SPRING BREAK
WEEK 11	Reviewing of all Festival details and placing an Event Binder together (1 binder for each team that encompasses ALL aspects of the festival)
WEEK 12	Reviewing of all Festival details -All hands meeting
WEEK 13	Reviewing of all Festival details -All hands meeting + FILM FESTIVAL THAT WEEKEND!
WEEK 14	Recap of Event photo/video editing. Draft Standard Operating Procedures for O&B FF.
WEEK 15	Finalize Standard Operating Procedures for OBFF to finalize and choose 2027 dates!

COURSE GRADING

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-uf1.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/>