University of Waterloo  
GBDA 404 Extended E-Portfolio 2  
Winter 2017  
Mondays, DMS 3129  
Section 001 9 a.m. to 11:50 a.m.  
Section 002 1 p.m. to 3:50 p.m.

Instructor Information  
Instructor: Linda Carson  
Office: DMS 2008  
Office Phone: 519-888-4567 extension 38383  
Office Hours: 4 p.m. to 5 p.m. Mondays, or by appointment  
Email: lccarson@uwaterloo.ca  
Email is the best way to contact me. Please use your uWaterloo email address, put “GBDA 404” in the subject line, and include your name and student number in the body of the message.

Course Description  
In this course, students continue the work begun in GBDA 403 and complete the extended e-portfolio. Building on the content and website built last term, this course will focus on the development and practice of professional presentation skills.

Course Goals and Learning Outcomes  
Upon completion of this course, students should be able to:

A. Introduce themselves and their work memorably and professionally.  
B. Prepare concise, helpful, visually appealing and well-organized presentations.  
C. Explain a project or proposal clearly, including the reasons for their creative decisions.

Required Textbook, Supplies and Tools  
• There is no required textbook.  
• Almost all of your submissions will be digital. However, you might conceivably choose, for the major presentation, to work with models, mock-ups, hand-outs or presentation boards. If so, you should budget for the preparation of those materials.  
• Please bring a laptop to every class. (There are laptops and iPads available for rental from the equipment office.)

Course Requirements and Assessment  
You will find assignment descriptions, rubrics, grades and personalized feedback on LEARN throughout the term.

As always in academic writing, when you mention the ideas or work of others, you must attribute those ideas and work to their sources with both an in-text citation and a reference in the Works Cited list. Here is one of many places to learn about MLA style, which is well-suited to most academic writing in the arts and humanities. You may earn a bonus of up to 1% on the course by submitting a picture of a
favourite artwork this week, accompanied by a complete and perfectly-formatted bibliographic entry; check the assignment description in the Course Materials/Content area on LEARN for details.

Text matching software (Turnitin®) will be used to screen assignments in this course. This is being done to verify that use of all materials and sources in assignments is documented. You have the opportunity to pre-screen your own work and use the feedback from Turnitin® to find and fix any errors in quotation and citation before your final submission. Students will be given an option if they do not want to have their assignment screened by Turnitin®. In the first week of the term, details will be provided about arrangements and alternatives for the use of Turnitin® in this course.

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Date of Evaluation (if known)</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation &amp; practice</td>
<td>Weekly in class</td>
<td>40%</td>
</tr>
<tr>
<td>Reflective essay #1</td>
<td>DUE January 23</td>
<td>15%</td>
</tr>
<tr>
<td>Major presentation</td>
<td>DUE in class March 20 to April 3</td>
<td>15%</td>
</tr>
<tr>
<td>Reflective essay #2</td>
<td>DUE April 10</td>
<td>30%</td>
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<tr>
<td>Total</td>
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<td>100%</td>
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**Bonus Assignment**
An optional bonus assignment—which will not be accepted late—on citation of artwork in MLA style.

**Participation & practice**
This is not distance education. Come to class. Your participation in and contribution to classroom activities is an investment in your own learning and in the learning of your classmates, and will contribute 40% of your grade.

Classes will include one or more applied activities such as writing, graphic design, speaking, self-assessment and providing thoughtful peer feedback. At the end of each class, students will submit the outputs of selected in-class activities to earn grades for participation and practice. Students who attend class, engage fully, behave professionally, and complete the in-class activities can expect to earn participation grades of at least 75%. Absences, failure to participate or disruptive behaviour that undermines the learning of classmates will be penalized. To excel, look for ways to apply what you learn to the in-class activities and to bring your experiences and insights to discussion. When students demonstrate advanced skills or make especially insightful contributions to the classroom or the progress of their peers, they can expect to earn participation grades in the 80s and 90s.

To be fair to everyone—and to keep your GBDA 404 workload from ballooning—the participation-and-practice submissions must be completed in class and submitted within an hour of the end of class. Late submissions will not be accepted. *Note: I’ve set the dropbox “due date” to appear as 1:00 p.m. for both sections but the real deadline for students in the afternoon section is 4:00 p.m.*.

**Reflective essay #1**
Short reflective essay (3-6 pages) using the ORID model to reflect on a recent experience presenting your own work, such as a job interview, pitch, or academic assignment. Assignment details will be explained in class and on LEARN.
**Major presentation**
Presentation of portfolio highlights. Assignment details will be explained in class and on LEARN.

**Reflective essay #2**
Reflective essay (6-10 pages) using the ORID model to reflect on your experience preparing and delivering the major presentation. Assignment details will be explained in class and on LEARN.

**Course Outline**
This is a course about how to present your work, proposals and creative decisions effectively to peers, managers, clients and other professionals. Most classes will include a lecture interleaved with hands-on activities for skills development. We will cover the course topics in the order shown below. The timing may vary slightly, depending on current events and how lively our discussions and activities get.

I encourage you to take your own notes, which recent research has shown is the most powerful way to absorb and remember course content. I will post lecture slides regularly *after* class. As you will see in class, the slides are not bullet-point transcriptions of my lectures. The speaker’s notes sometimes provide more detail.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assignments Due</th>
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<tbody>
<tr>
<td>1</td>
<td>January 9</td>
<td>Explaining things</td>
<td></td>
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<tr>
<td>2</td>
<td>January 16</td>
<td>Introducing yourself</td>
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<tr>
<td>3</td>
<td>January 23</td>
<td>Slide design</td>
<td>Reflective essay #1</td>
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<tr>
<td>4</td>
<td>January 30</td>
<td>Informal presentation</td>
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<tr>
<td>5</td>
<td>February 6</td>
<td>Architecture of a presentation</td>
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<tr>
<td>6</td>
<td>February 13</td>
<td>Clinic: Public speaking</td>
<td></td>
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<tr>
<td></td>
<td>February 20</td>
<td>Study Week: no class</td>
<td></td>
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<tr>
<td>7</td>
<td>February 27</td>
<td>Clinic: Professionalism</td>
<td></td>
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<tr>
<td>8</td>
<td>March 6</td>
<td>Clinic: Wrangling visual aids</td>
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<tr>
<td>9</td>
<td>March 13</td>
<td>Master class: Self-defence</td>
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<tr>
<td>10</td>
<td>March 20</td>
<td>Collaboration and grace under pressure</td>
<td>Major presentation</td>
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<tr>
<td>11</td>
<td>March 27</td>
<td>Collaboration and grace under pressure</td>
<td>Major presentation</td>
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<tr>
<td>12</td>
<td>April 3</td>
<td>Collaboration and grace under pressure</td>
<td>Major presentation</td>
</tr>
<tr>
<td></td>
<td>April 10</td>
<td></td>
<td>Reflective essay #2</td>
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**Late Work**
To be fair to everyone, the participation-and-practice submissions must be completed in class and submitted within an hour of the end of class. Late submissions will not be accepted.

I will accept late essays up to one week late, with a 10% late penalty.

In case of documented serious illness, family emergency or similar extenuating circumstances, I will arrange a new date and time for you to deliver your major presentation.

**Electronic Device Policy**
Multi-tasking on laptops and other electronic devices in class has been shown to seriously degrade your academic performance and that of your neighbours. (If you’re interested in more details, visit the
supplemental readings posted on LEARN.) Please silence all your devices in class and minimize their use. I may ask you to close and secure all your devices during classroom activities or when they are disturbing or distracting others.

**Attendance Policy**
Your presence in the classroom contributes not only to your learning but to the experience of your classmates. Attendance and participation are mandatory. A substantial part of your grade will be earned in class. Of course, I will make allowances when you must be absent due to illness, family emergency, or other documented extenuated circumstances.

I will post my slides on LEARN after class but they do not replace learning, practicing and asking questions.

**Cross-listed course (requirement for all Arts courses)**
Please note that a cross-listed course will count in all respective averages no matter under which rubric it has been taken. For example, a PHIL/PSCI cross-list will count in a Philosophy major average, even if the course was taken under the Political Science rubric.

**Academic Integrity**
In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. See the UWaterloo Academic Integrity Webpage [here](https://uwaterloo.ca/academic-integrity/) and the Arts Academic Integrity Office Webpage [here](http://arts.uwaterloo.ca/current-undergraduates/academic-responsibility) for more information.

**Grievance**
A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70, Student Petitions and Grievances, Section 4 [here](https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70). When in doubt please be certain to contact the department’s administrative assistant who will provide further assistance.

**Discipline**
A student is expected to know what constitutes academic integrity to avoid committing academic offenses and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offense, or who needs help in learning how to avoid offenses (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course professor, academic advisor, or the undergraduate associate dean. For information on categories of offenses and types of penalties, students should refer to Policy 71, Student Discipline [here](http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm). For typical penalties check Guidelines for the Assessment of Penalties [here](http://www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm).
Appeals
A decision made or penalty imposed under Policy 70, Student Petitions and Grievances (other than a petition) or Policy 71, Student Discipline may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72, Student Appeals (http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm).

Note for Students with Disabilities
AccessAbility Services, located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with AccessAbility Services at the beginning of each academic term.

A note on copyright-free and Creative Commons sources:
Resources are available in the public domain that are identified as copyright-free or that fall under licenses from Creative Commons. “Public domain” is a term used for works that are not protected by copyright law. If a resource is in the public domain then you are allowed to use it—to copy it, to manipulate it and to distribute it. Works identified as Creative Commons allow varying degrees of use. In this case, the authors decide how you can use their images. To meet the expectations of academic integrity, you must still cite all the original sources to which you are indebted, whether they are in the public domain or not.

Helpful links on copyright:
1. CARFAC (Canadian Artists Representation / Le front des artists canadiens) http://www.carfac.ca
2. Wikimedia Commons and Flickr have databases of digital files that are available for use. However, you need to check the conditions of use as they vary: http://commons.wikimedia.org/wiki/Main_Page; http://www.flickr.com/creativecommons/
3. The Copyright Act in Canada was recently amended to reflect the current digital landscape. To find out more about the “Copyright Modernization Act”, check out: http://balancedcopyright.gc.ca/eic/site/crp-prda.nsf/eng/home
4. The following is a conversation that occurred on the US-based site, Copyright Advisory Network. It answers some of the basics related to US Copyright, images and fair use: http://librarycopyright.net/forum/view/1456
5. The following document defines works in the public domain for United States as of January 1, 2013: http://copyright.cornell.edu/resources/docs/copyrightterm.pdf

Intellectual Property
Students should be aware that this course contains the intellectual property of their instructor, TA, and/or the University of Waterloo. Intellectual property includes items such as:

- Lecture content, spoken and written (and any audio/video recording thereof);
- Lecture handouts, presentations, and other materials prepared for the course (e.g., PowerPoint slides);
- Questions or solution sets from various types of assessments (e.g., assignments, quizzes, tests, final exams); and
• Work protected by copyright (e.g., any work authored by the instructor or TA or used by the instructor or TA with permission of the copyright owner).

Course materials and the intellectual property contained therein, are used to enhance a student’s educational experience. However, sharing this intellectual property without the intellectual property owner’s permission is a violation of intellectual property rights. For this reason, it is necessary to ask the instructor, TA and/or the University of Waterloo for permission before uploading and sharing the intellectual property of others online (e.g., to an online repository).

Permission from an instructor, TA or the University is also necessary before sharing the intellectual property of others from completed courses with students taking the same/similar courses in subsequent terms/years. In many cases, instructors might be happy to allow distribution of certain materials. However, doing so without expressed permission is considered a violation of intellectual property rights.

Please alert the instructor if you become aware of intellectual property belonging to others (past or present) circulating, either through the student body or online. The intellectual property rights owner deserves to know (and may have already given their consent).