COURSE: GBDA101 DIGITAL MEDIA DESIGN AND PRODUCTION
PROGRAMME: GBDA YEAR 1
ACADEMIC YEAR: FALL TERM 1, 2016, 9-11:50AM (002), 1-3:50PM (003)

INSTRUCTOR: BRIAN LAU
OFFICE:
OFFICE PHONE:
OFFICE HOURS:
EMAIL:

COURSE DESCRIPTION
This course introduces students to the theory, principles, and practice of digital media design as they apply to a wide variety of communication contexts, including the design of instructional, informational, and promotional materials. Specifically, this course will focus on the integration of digital images, texts, and basic animation into web-based projects that meet the needs of a variety of audiences.

Projects and assignments will span an introduction to digital photography, concept development, professional practice and the client/designer relationship, design principles, illustration and poster design, and the creation of a motion graphic. The focus of this class is to generate not only an understanding of what tools exist and how to use them, but to also provide a foundation with which to contextualize them. This course will span both artistic and practical expression and will combine thinking and doing together, in order to create projects that focus on the thoughtful integration of digital image, text, and animation. The course is taught from fine arts and design perspectives.

COURSE GOALS AND LEARNING OUTCOMES
This course will be directed towards design focussed production of digital media. Students will gain a deeper understanding of the branding architecture, design-based workflow, client/designer relationships, visual communication strategies, as well as, conceptual, contextual, and aesthetic principles of working in a design-based field.

UPON COMPLETION OF THIS COURSE, STUDENTS SHOULD BE ABLE TO:
• develop a critical eye in relation to digital media and graphic design
• work with the tools necessary to create digital content for print, the web, and other interactive display technologies.
• use best practices and strategies for planning and executing design work
• work in a client/designer relationship
• be self-sufficient and pro-active when it comes to finding solutions for technical problems
• be proficient in expressing design concepts and ideas, both verbally and in written form
• use creative thinking skills
REQUIRED RESOURCES

On-line resources – TBA during class. Note: all supplementary readings to the course text will be posted on LEARN in digital form or as links to on-line resources.

This course will utilize a cross-section of design software applications included in the Adobe Creative Suite (CS6 and CC) – While the use of these programs will be covered during lectures/ labs, in-class time restraints prevent comprehensive software lessons. Students will be expected to attend the tutorials given by Jordan Mandel MONDAYs at 5pm in ECH RM 1205 (mac lab) as well as to be proactive and learn things on their own.

READINGS TO BE MADE AVAILABLE ON LEARN
“Why Brand is Everything when building a business”- https://www.pickaweb.co.uk/-blog/why-brand-is-everything-when-building-a-business/


The project relevant readings will be given to students during classes. Topics covered in the readings will provide students with contextual information necessary for completing course assignments and participating in class discussions.
COURSE REQUIREMENTS AND ASSESSMENT
GBDA 101 is a project-based class. Students are evaluated in this course based on the completion of the term projects, a series of mini blog assignments that support technical and creative thinking skill development that correspond to the main projects, as well as, their level of engagement during class activities. Class time will be used for lectures, discussions, project descriptions and examples, in-class tutorials and in-class exercises. Due to high course content in class work sessions will be limited and students are also expected to put in an additional 8 – 10 hours of their own time for learning programs and completing projects per week. The course grade will be based on attendance in class and labs, 6 mini-blog assignments and 2 projects. The breakdown is as follows:

PROJECT ONE: 30% Uploaded to Learn Dropbox and Blog by October 20th - 6pm
PROJECT TWO: 35% Uploaded to Learn Dropbox and Blog by December 1st - 6pm
MINI-BLOGS (1-6): 30% (5% each) On-going
EFFORT AND PARTICIPATION: : 5% On-going

TOTAL: 100%

Project 1 – Peer Branding
In this project you will be creating a brand architecture and digital poster design for one of your peers, in an assigned pairing. Each student will have the opportunity to work as both client and designer.

Project 2 – Motion Graphic
Using the brand portfolio created in Project 1 as a starting point, you will be creating a motion graphic for your client.

Mini-blog Assignments
Every student will create a blog on Tumblr or on your favourite blog site. You must give your instructor this address by September 16th by uploading it to LEARN>connect>discussions>-blog URL. Make sure you post an active link. These instructions, with examples, will be reviewed on the first day of class.

All of your blog assignments will be posted to this blog. Unless otherwise stated, have your Mini Blog assignments uploaded to your blog by the following class of when it was assigned. These Mini Blog assignments will be used in discussion, tutorials and designer/client meetings conducted during class.
Mini Blog #1: photographic mood/inspiration board/portfolio Due: September 16th for class

Mini Blog #2: branding architecture-philosophy Due: September 23rd for class

Mini Blog #3: ideation & sketching Due: September 30th for class

Mini Blog #4: raster to vector illustration Due: October 7th for class

Mini Blog #5: stop motion animation Due November 4th for class

Mini Blog #6: project statement Due December 1st at 6pm

The goal of the mini blog assignments is to help you build skills and/or demonstrate your skill. Your grade will be based on whether or not you satisfy all of the components of each task and your technical acuity and commitment demonstrated. The goal of the mini-blog assignments is to learn technical and creative problem solving skills – the goal of the projects is to apply these skills towards a finished product.

NOTE: Project and Mini Blog instructions will be made available on an ongoing basis in class – Attendance is mandatory. Instruction will not be repeated.

PARTICIPATION
There are a number of factors that make up class participation – willingness to discuss ideas, participating in the mini-critiques, and ATTENDANCE (this means arriving on time) - a failure to attend class is a failure to participate in class. I consider class participation to be one of the most important part of this class and ask that everyone come to class with an open mind and a willingness to share ideas. In order to do this we must develop a classroom culture that is safe - anyone turning the classroom into a hostile environment will not receive class participation marks.

COMPUTER LAB ACCESS
This course is designed around a series of projects that will require students to utilize various programs, which students can use at the Stratford campus and also on the main campus in the Arts Mac Lab located in East Campus Hall in Room 1205. Open lab times will be posted when they are available. Students will be required to work on their projects both in and outside of class times. Computer labs are provided for this purpose.
SCHEDULE OF DELIVERY

WEEK ONE
SEPT 9

Introduction to the class:
Syllabus and Equipment room policies.

ABOUT THE COURSE
ABOUT YOU
ABOUT ME

Forming Team-Pairs

Lecture:
Photography Basics Workshop:
How to use a camera and basic lighting

Assignment Overview:
Mini Blog #1: Photographic portfolio – (must upload live link to Learn>Connect>Discussions>Mini Blog Links by next class.)

Assignment:
Mini-blog #1 (must have all photographs downloaded to your computer or harddrive for next class, as these will be used for our in-class tutorial). Don’t forget to upload your blog URL to Learn!

Reading:
1) Layout Workbook - Function and Inspiration

Video HMWK:
Access from LEARN

WEEK TWO
SEPT 16

Lecture:
Design Thinking
Graphic Communications Basics

VIDEO PRESENTATION:
How Art Changed The World
(Time Permitting)

Tutorial:
In-Class Photography Project

Assignment:
PROJECT ONE
(See Project Outline Document)

Reading:
“Why Brand is Everything”
Access from LEARN
CH 4 - 10
COLOUR DESIGN WORKBOOK
CH 8
COLOR: HOW TO USE IT

Video HMWK:
Access from LEARN
<table>
<thead>
<tr>
<th>Week</th>
<th>Date(s)</th>
<th>Events</th>
</tr>
</thead>
</table>
| Week Three | Sept 23           | **Lecture:**
|            |                   | Branding Basics
|            |                   | Brand Architecture
|            |                   | **Tutorial:**
|            |                   | Writing of personal brand architecture and in-class client meeting.
|            | September 26th    | **Assignment Overview:**
|            |                   | Mini-blog #3: Ideation + Sketching                                    |
| Week Four  | Sept 30           | **Assignment:**
|            |                   | Mini-blog #3: Ideation + Sketching                                    |
|            | October 3rd       | **Reading:**
|            |                   | • CH 2 GRAPHIC DESIGN THEORY                                           |
|            |                   | • INFOGRAPHICS Access from LEARN                                      |
|            |                   | **Video HMWK:**
|            |                   | Access from LEARN                                                     |
| Week Five  | Oct 7-Oct 14      | **Assignment:**
|            |                   | Mini-blog #4: Vectors vs Rasters (Working with photos in Illustrator)  |
|            | No Class          | **Tutorial:**
|            |                   | Digital Layouts on Adobe Illustrator                                  |
| Week Six   | Oct 21            | **Class Presentation and Critique of PROJECT ONE:**
|            |                   | Project 1 uploaded to LEARN
|            |                   | Dropbox and Blog by October 20th 6pm in preparation for group critique!!
|            |                   | Print out your poster in actual size and have them pinned to walls by 915AM / 115PM. |
|            | October 17th      | **Reading:**
|            |                   | CH. 5+6 LAYOUT WORKBOOK                                              |
|            |                    | **Video HMWK:**
|            |                   | Access from LEARN                                                   |
| WEEK SEVEN  
<table>
<thead>
<tr>
<th>OCT 28</th>
</tr>
</thead>
</table>
| October 31st  
| JORDAN’s  
| WORKSHOP |
| In-class Video Presentation + Lecture:  
Types of Animations  
Animation Basics + Frame rates |
| Tutorial:  
Mini-stop-motion: Make a short 8 sec. stop motion animation. |
| Assignment Overview:  
Mini-blog #5: stop motion animation |
| Assignment:  
PROJECT TWO  
(See Project Outline) |
| Mini-blog #5: stop motion animation |
| Reading:  
CH 7-8  
LAYOUT WORKBOOK |
| Video HMWK:  
Access from LEARN |

| WEEK EIGHT  
<table>
<thead>
<tr>
<th>NOV 4</th>
</tr>
</thead>
</table>
| November 7th  
| JORDAN’s  
| WORKSHOP |
| Tutorial:  
IN CLASS TUTORIAL ON  
PROJECT 2: Visual References and Mood Boards |
| Assignment:  
PROJECT TWO  
(See Project Outline) |
| Reading:  
• Basic Principles of Animation and Motion Design |
| Assignment:  
Mini-blog #6: stop motion animation |
| Video HMWK:  
Access from LEARN |

| WEEK NINE  
<table>
<thead>
<tr>
<th>OCT 7</th>
</tr>
</thead>
</table>
| Workshop:  
Green screen and keying |
| Assignment:  
Mini-blog #6: stop motion animation |
| Reading:  
• The Basics of Motion Design  
(Access from LEARN) |

| Assignment:  
PROJECT TWO  
(See Project Outline) |
| Assignment:  
Mini-blog #6: stop motion animation |
| Assignment:  
PROJECT TWO  
(See Project Outline) |
| Assignment:  
Mini-blog #6: stop motion animation |
<table>
<thead>
<tr>
<th>WEEK TEN</th>
<th>Tutorial: IN CLASS TUTORIAL ON PROJECT 2: Shoot and Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOV 18</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEEK ELEVEN</th>
<th>Tutorial: IN CLASS TUTORIAL ON PROJECT 2: Editing and Post-production</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOV 25</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEEK TWELVE</th>
<th>Class Presentation and Critique of PROJECT TWO: Project 2 uploaded to LEARN Dropbox and Blog by December 1 6pm in preparation for group critique!!! Please save your work in a thumb-drive and bring your thumb-drive to class also.</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEC 2</td>
<td>Reminder: Mini-blog #6 is due on December 1</td>
</tr>
</tbody>
</table>
BACKUP YOUR WORK
It is strongly recommended that students backup their work frequently and to several different hard drives or USB sticks. Computers suffer failures all the time. Students should expect this in their workflow. Investing in a USB thumb drive or external hard drive is always a good idea when working in a class that makes use of digital equipment. (In my personal experience, at least two laptops die each term, causing the student to lose course work and project assets. Don't let this be you!!!! Back-up your work!!!!)

SUBMISSION OF WORK
Follow the directives provided on your project and mini blog outlines. Submit your files in the format and with the name specified. When in doubt label all files:

GBDA101_firstname_lastname_project#

ATTENDANCE POLICY
Attendance is Mandatory.

LATE WORK
Assignments submitted late without approved extensions will be subject to late penalties of 5% for the first 24 hours that the work is late and 10% per week up to a maximum of 50%. After that time a grade of 0% will be assigned for the late work. Late penalties are not recoverable.

DEADLINES
Deadlines for projects in this course are generally set the day before class at 6pm. This is to discourage students pulling an all-nighter the day before class and/or missing class all together. It also avoids students working on projects last minute during class. It also focuses attention on time management skills. This buffer time will also allow the instructor to upload and compile the files for presentation purposes during class.

Assignments are due by the date given in the schedule at the time of day specified—pay close attention to these dates and times as they are not all the same and are assignment specific. Extensions to assignment deadlines will be granted only in cases of illness or emergency. Extensions are granted based on the discretion of the instructor. Students should contact the instructor as soon as possible to make their requests and provide credible documentation (such as a doctor’s note or a Verification of Illness Form).

A NOTE ON COPYRIGHT FREE AND CREATIVE COMMONS:
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 an image 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.
ACADEMIC INTEGRITY
In order to maintain a culture of academic integrity, members of the University of Waterloo are expected to promote honesty, trust, fairness, respect and responsibility. See the UWaterloo Academic Integrity webpage and the Arts Academic Integrity webpage for more information.

DISCIPLINE
A student is expected to know what constitutes academic integrity, to avoid committing academic offences, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (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. When misconduct has been found to have occurred, disciplinary penalties will be imposed under Policy 71 – Student Discipline. For information on categories of offenses and types of penalties, students should refer to Policy 71 - Student Discipline. For typical penalties check Guidelines for the Assessment of Penalties.

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. When in doubt, please be certain to contact the department’s administrative assistant who will provide further assistance.

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.

ACCOMMODATION FOR STUDENTS WITH DISABILITIES
Note for students with disabilities: The AccessAbility Services office, located on the first floor of the Needles Hall extension (1401), 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 the AS office at the beginning of each academic term.
IMPORTANT DATES FOR THE UPCOMING TERM

LECTURES BEGIN:  Thursday, September 8
LAST DAY TO ADD A CLASS:   Wednesday, September 21
LAST DAY TO DROP, NO PENALTY:  Wednesday, September 28
UW HOLIDAY (THANKSGIVING):   Monday, October 10
STUDY DAYS:  October 11-12
MAKE-UP DAY (FOR OCT 11):  Thursday, October 13 (Tuesday schedule will be followed)
MAKE-UP DAY (FOR OCT 12):  Friday, October 14 (Wednesday schedule will be followed)
LAST DAY TO DROP, RECEIVE A WD:  Friday, November 18
LECTURES END:  Monday, December 5
LAST DAY TO DROP, RECEIVE A WF:  Wednesday, December 7
GRADES DUE, IF NO FINAL EXAM:  Thursday, December 22