DEI 613: Digital Media Solutions 1: Design Principles and Practice
University of Waterloo
Masters in Digital Experience Innovation
Fall Term 2011

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Course Overview:

In this course, you will explore the principles of digital designs and the functions they perform in various forms of digital content production (images, video and film, sound, animation, and games). You will engage in a complete production cycle from conceptualization, through to production and post-production. To situate their practices within the wider social, cultural, and economic contexts of digital design, you will examine how the design process is implemented in Canadian and international new media companies.

Required Readings:

Relevant material will be assigned at appropriate points in the term.

Course Objectives: At the end of the course you should be able to:
- Work effectively on a design team;
- Organize a design project using proper project management techniques;
- Create a design document
- Apply the design process to the design of an interactive new media application;
- Using the design document as a basis to create a prototype;
- Prepare and execute a plan for testing the usability of the design and prototype;
- Present the design and prototype to key stakeholders.

Course Grading:

This course is a team-based semester-long project with no tests or exams. There are three milestones (October 17, November 7, and December 5th). Each milestone is worth one-third of the project grade.

The following deliverables are graded for each of the three milestones:

1) Team Contract (graded first time only, unless there are changes)
2) Gantt Chart (all three times)
3) Design Document (all three times)
4) Prototype (second and third times only)
5) Presentation (all three times)
6) One-minute video (all three times)
7) Additional documents that your team may have created (all three times)

A rubric will be provided for each of the deliverables within the milestones. The rubrics are used (a) by the teams to ensure the requirements of the deliverables are met and (b) by the instructor to grade the deliverables.

Grading Scheme:

Deliverable 1   33.3%

Deliverable 2   33.3%

Deliverable 3   33.3%

A+ [90 - 100]: Exceptional.   Exceed the expectations in every way. Uses original methods and/or implements unique perspectives. Grades at this level are expected to occur only on rare occasions.

A- to A [80 - 89]: Excellent. Impressive in most regards. Exceeds the expectations. There is demonstration of superior skill (reasoning, problem solving, analysis, synthesis, creativity) and/or innovation.

B to B+ [75- 79]: Very Good. A strong response to the requirements. Meets all requirements and exceeds some. Skills (reasoning, problem solving, analysis, synthesis, and creativity) are in strong evidence.

B- to B [70 - 74]: Good. All requirements are met but there is nothing that goes beyond basic requirements. The skills in evidence are adequate but not exceptional. Displays a reasonable understanding of the problem and has attempted, with some success, to integrate the relevant ideas and applications into the design.

C- to C+ [60 - 69]: Below average. It is incomplete, the skills are weak or inadequate and the apparent level of comprehension is low. The objectives have not been reasonably met.

D- to D+ [50 - 59]: Meets the requirements with several significant shortcomings including an inadequate level of achievement in terms of content, presentations, or overall progress is noted at this level. Few of, or only the simplest of, the objectives have been met.

F   [< 45]: Fails to meet the requirements.

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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. [Check www.uwaterloo.ca/academicintegrity/ for more information.]

Discipline: A student is expected to know what constitutes academic integrity [check www.uwaterloo.ca/academicintegrity/] to avoid committing an academic offence, 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 instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to Policy 71, Student Discipline, www.adm.uwaterloo.ca/infosec/Policies/policy71.htm. For typical penalties check Guidelines for the Assessment of Penalties, 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) www.adm.uwaterloo.ca/infosec/Policies/policy72.htm.

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, www.adm.uwaterloo.ca/infosec/Policies/policy70.htm. When in doubt please be certain to contact the department's administrative assistant who will provide further assistance.

Avoiding Academic Offences: http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html