

GBDA 101 - Digital Media Design and Production
University of Waterloo – Stratford Campus
Fridays 9:00 AM – 11:50 AM (Section 001), 1:00 PM – 3:50 PM (Section 002)
Class Room - UWS 2nd floor Large Mac Lab

Instructor: Adam Glover

Office: East Campus Hall 2102

Office Hours: Thursdays 1:00 PM – 3:30 PM

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Course Objective:

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, graphic designs, texts, and basic animation into web-based projects that meet the needs of a variety of audiences.

Learning Outcomes:

Particular focus in this course will be directed towards the practical production of digital media, however students will also gain a deeper understanding of the conceptual, contextual, and historical essentials of working in a design based field. The course will teach students:

- To develop a critical eye in relation to digital media
- To work with the tools necessary to create digital content for print, the web, and other interactive display technologies
- The best practices for planning and executing design work
- The best practices for working as designers both as individuals and as members of larger teams.

Lab Space:

Students will be required to work on their projects both in and outside of class times. Computer labs are provided for this purpose.

This course is designed around a series of projects that will require students to utilize Adobe's Creative Suite of design software (current version: CS6). This software is available for students to use at the Stratford campus and also on Main campus in the Arts Mac Lab located in East Campus Hall in Room 1205. Open lab times will be posted as they become available.

Required Resources:

[Lynda.com technical tutorials](http://Lynda.com) -

This course will utilize a very large cross-section of design software titles including, but not limited to: Adobe Photoshop, Illustrator, InDesign, Flash, and DreamWeaver. While the use of these programs will be covered during lectures/ labs, in class time restraints prevent comprehensive software lessons.

For this reason a series of video tutorials on software use will be chosen by the instructor from the Lynda.com library of instructional materials. An invitation email will be sent to you from your instructor when classes have commenced. (Please do not sign up before you receive this email) The cost for these tutorials will be approximately **\$35.00** (USD) per student and for the term paid to Lynda.com directly. This is in lieu of a textbook for the course.

Required Readings:

Project relevant readings will be posted online or linked to within the course's Waterloo Learn portal. Readings should be reviewed before all relevant lectures. Topics covered in the readings will provide students with contextual information necessary for completing course assignments and participating in class discussions.

Course Structure:

GBDA 101 is a project-based class. Students are evaluated in this course based on their completion of a series of assignments and their level of professionalism during class activities. There is no final exam for this course.

Assignments:

Assignment instructions will be made available during the course of the term. See below for a list of assignments, their weight and due dates.

Course Evaluation:

1. Professionalism (includes giving valuable critical feedback to your peers, participation in class discussions, handing in good drafts and attentiveness to deadlines) – 10%
2. Digital Photographic Processes Portfolio (**due February 1, 2013**) – 10%
3. Graphic Design Processes Portfolio (**due February 8, 2013**) – 10%
4. Web Site Design Project (**due March 8, 2013**) – 20%
5. Animation and User Interactivity (**due March 15, 2013**) – 20%
6. Major Web Production Project – Final Assignment (**due April 12, 2013**) – 30%

NOTE: There is no final exam for GBDA 101

Course Schedule:

| <i>Date</i> | <i>Topics, Deadlines and Labs</i> | <i>Online Tutorials</i> | <i>Weekly Readings</i> |
|--------------------------------|--|-------------------------|------------------------|
| Friday January 11, 2013 | <ul style="list-style-type: none"> • Class Introduction • Intro to Digital Photography and effective composition • DSLR Demo • Assignment 1 assigned | TBA | TBA |
| Friday January 18, 2013 | <ul style="list-style-type: none"> • Photographic manipulation lecture • Copyright, appropriation, and academic integrity • Photoshop Demo | TBA | TBA |
| Friday January 25, 2013 | <ul style="list-style-type: none"> • Introduction to graphic design principles • Working with Typography • Illustrator Demo • Assignment 2 assigned | TBA | TBA |
| Friday February 1, 2013 | <ul style="list-style-type: none"> • Assignment 1 Due • Continuation of Graphic Design principles and best practices • Working with text and Layouts in InDesign | TBA | TBA |
| Friday February 8, 2013 | <ul style="list-style-type: none"> • Assignment 2 Due • HTML 5 & CSS Demo • Box models and designing for the web (coincides with 103 and wire framing) • Assignment 3 Assigned (Assignment 3 Teams assigned) | TBA | TBA |
| Friday February 15, 2013 | <ul style="list-style-type: none"> • Continuation of HTML5 & CSS • Introduction to DreamWeaver • Assignment 3 Lab time. • Assignment 3 “road map” approved by Instructor | TBA | TBA |

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|--------------------------------|---|-----|-----|
| Friday February 22, 2013 | Reading Week • No Class | | |
| Friday March 1, 2013 | <ul style="list-style-type: none"> Flash Demo Animation techniques Assignment 4 Assigned | TBA | TBA |
| Friday March 8, 2013 | <ul style="list-style-type: none"> Assignment 3 Due Assignment 3 feedback session Lab time for Assignment 4 | TBA | TBA |
| Friday March 15, 2013 | <ul style="list-style-type: none"> Assignment 4 Due Assignment 4 presentations Introduction to Final Portfolio Project | TBA | TBA |
| Friday March 22, 2013 | <ul style="list-style-type: none"> Final Assignment Pitching sessions Advanced Flash techniques | TBA | TBA |
| Friday April 5, 2013 | <ul style="list-style-type: none"> Final Assignment Proofing Advanced Web Design techniques Lab time for final assignment | TBA | TBA |
| Monday April 8, 2013 | <ul style="list-style-type: none"> Final Assignment work period Final Assignment due April 12, 2013 | TBA | TBA |

Course Policies:

Attention to Detail: Students should always follow the specifications listed in the project descriptions, for instance, the use of specific filenames when submitting projects.

Time Management: Students should expect to spend an average of 8-10 hours per week on this course above and beyond the scheduled lecture times.

Deadlines: Assignments are due by the date given in the schedule at the beginning of class. 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). Assignments submitted late without approved extensions will be subject to late penalties of 10% per week up to 50%. After that time a grade of 0% will be assigned for the late work. Late penalties are not recoverable.

Written Statements: All of the assignments in the course will require written statements outlining the intent/ design choices for the submitted work. Statements are to be submitted at the same times as projects are due and will not be accepted if submitted later. Failing to provide written statements will impact grades for specific projects. This will be reiterated in applicable project instructions.

Back up your work: It is recommended that students backup their work in this course both frequently and to several different places. 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.

University of Waterloo Policies:

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.

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, <http://www.adm.uwaterloo.ca/infosec/Policies/policy71.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, <http://www.adm.uwaterloo.ca/infosec/Policies/policy70.htm>.

Appeals: A student may appeal the finding and/or penalty in a decision made under Policy 70 - Student Petitions and Grievances (other than regarding a petition) or Policy 71 - Student Discipline if a ground for an appeal can be established. Read Policy 72 - Student Appeals, <http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm>.

Academic Integrity website (Arts):

http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html

Academic Integrity Office (uWaterloo): <http://uwaterloo.ca/academicintegrity/> Page 3
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Note for students with disabilities:

The Office for Persons with Disabilities (OPD), 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 the OPD at the beginning of each academic term.