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 - Mac Lab RM 2129 and 2024
Fall 2013 Term Sections 1 and 2

Instructor: Jane Tingley
Office: ECH - Room 2126
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Course Outline:

This introductory course combines both theory and practice in order to explore today's visual digital climate. Students will be given an introduction to digital media history, contemporary digital practices, theories and principles of basic design, and will also author their own digital design projects. The course will look broadly at digital media as it is applied to a number of communication contexts, and will do projects that span the design of instructional and promotional material (i.e. pamphlets or websites) as well as will explore moving/static image design. 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.

Learning Outcomes:

This course will be directed towards practical and artistic production of digital media, as well 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 and graphic design
- To work with the tools necessary to create digital content for print and the web, along with other interactive display technologies.
- The best practices for planning and executing design work
- How to work on teams and to collaborate
- To become self-sufficient and pro-active when it comes to finding solutions for technical problems

Lab Space:

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.

Required Resources:

Lynda.com technical tutorials:

This course will utilize a cross-section of design software titles such as the Adobe Creative Suite (CS6) – (other software packages will be selected and introduced as the course progresses). 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 be proactive and learn things on their own. Study groups will be formed and will meet regularly. Students will be expected to participate in these study groups and will be expected to help each other problem solve and answer technical issues and questions.

As well, a series of video tutorials on specific programs use will be chosen from the Lynda.com library for students to follow. 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 paid to Lynda.com directly. This is in lieu of a textbook for the course.

Required Readings:

Project relevant readings will be given to students during classes. These 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 engagement during class activities. Class time is for learning and working, meeting with the instructor, receiving assignments and group discussions. Students are also expected to put in an additional 8 – 10 hours of their own time for learning programs and completing projects.

Study Groups/labs:

Study group meetings are designed to be a time for students to get and give help with learning certain software. These meetings may occur at the ECH computer labs, when a technician is around, or at another location chosen by the group. During this time you will be able to work together, help someone or be helped by someone. The purpose of

this time is to learn how to learn in a non-traditional context – use Google – forums – ask the world how to solve a technical issue. You'd be surprised at who will help you.

Assignments:

Assignment instructions will be made available during the course of the term. You will receive these only by attending classes. **Attendance is mandatory**. A written statement will be submitted with each project and should outline your intent and design decisions for that project. Statements are to be submitted at the same times as the project and will not be accepted if late. Failing to provide written statements will impact the projects grade. All written statements should be submitted in .doc format (not .docx).

Course Evaluation: The course grade will be based on attendance in class, attendance in labs, professionalism, and 5 projects. The breakdown is as follows:

Attendance in class and labs: 10%
Professionalism (includes providing valuable and constructive critical feedback to your peers, participation in class and online discussions, and attention to deadlines) – 10%

Project 1: Part one: Getting Started with Visual Expression: image (due Sept 27) – 10%
Project 2: Part two: Visual Expression – text and image (due Oct 4th) – 10%
Project 3: Part three: Visual Expression – moving image (due Oct 11th) – 10%
Project 4: Part one: Designing for the screen (due Oct 25th) – 10%
            Part two: Web Site Design Project (due Nov 8th) – 10%
Project 5: Final Assignment (due Nov 29th) - 30%

NOTE: There is no final exam for GBDA 101

Course Schedule - Fridays:

September 13:
Introduction to the class
Project #1 lecture and image presentation
Project #1 introduction
Reading Assignment for next class

September 20:
Work on Project #1
Reading Assignment for next class

September 27:
Project #1 due
Project #2 lecture and image presentation
Project #2 introduction

October 4:
Project #2 due
Reading Assignment for next class
Project #3 Introduction

October 11:
Project #3 due
Presentation of Projects # 1, 2 and 3
In-Class group discussions
Reading Assignment for next class
Homework: participate in on-line critique

October 18:
Project #4 lecture and image presentation
Project #4 introduction to *part one*
Begin Project #4
Reading Assignment for next class

October 25:
Project #4 - *part one* - due
Project #4 introduction to *part two*
In-Class-Workshop – Introduction to Web Design
Reading Assignment for next class

November 1:
In-Class-Workshop – Introduction to Web Design
Work on Project #4

November 8:
Project #4 – *part two* - due
Project #5 lecture and image presentation
Project #5 introduction
Homework: participate in on-line critique

November 15:
Work on Project #5
In-Class-Workshop – TBA

November 22:
Work on Project #5
In-Class-Workshop – TBA
Group help sessions

November 29:
FINAL CLASS
Work on Project #5
In-Class-Workshop if needed

PROJECT#5 DUE DEC 6th
E-mail final written statement

Course Policies:

Contacting the Instructor: I am committed to your success as a student. However, outside of class times and office hours I may not be able to provide immediate answers to your questions. You can reach me through email or the "Ask the Instructor" discussion board in Waterloo Learn - you may not receive a response for a full 24-48 hours during business days.

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

Deadlines: Assignments are due by the date given in the schedule at the time of day specified. 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).

Late Assignments: Assignments submitted late without approved extensions will be subject to late penalties of 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.

Backup 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.

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://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-71.

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://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70. In addition, consult http://arts.uwaterloo.ca/student-grievances-faculty-arts-processes for the Faculty of Arts' grievance processes.

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://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-72.

Academic Integrity website (Arts):
http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html

Academic Integrity Office (uWaterloo): http://uwaterloo.ca/academic-integrity/

Note for students with disabilities: The AccessAbility Services (AS) Office, 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 AS Office at the beginning of each academic term

Plagiarism and Copyright: The offence of plagiarism as defined by Policy 71 (Student Discipline) includes visual and aural plagiarism of works of art (drawings, photographs, graphics, video, sound, ideas, etc. conceived/made by other artists). The rules of conduct that apply to text-based work at the University of Waterloo also apply to work completed for studio-based assignments and research. There are two issues to consider with visual and aural plagiarism: ethics, i.e. expectations related to academic integrity as outlined in Policy 71; and copyright infringement, for which you could also be legally liable. Plagiarism and copyright infringement occur when you create an artwork that is substantially similar to the original source. For example, making a drawing in pencil based on a photograph that you find in a magazine may constitute plagiarism and be an infringement of copyright.

Please take note of the following points:
- All work submitted for evaluation must be your own. If the submitted work is determined not to be your own, the Academic Discipline Procedure of Policy 71 will be invoked.
- If you use any visual or aural material, such as images from the internet, magazines, books, websites of other artists, or from any source that can be cited, you must acknowledge/cite those references. Failure to do so will be deemed a violation of academic integrity and possibly an infringement of copyright and the Academic Discipline Procedure of Policy 71 will be invoked.
- If you are using visual or aural material that you have not made yourself, you must make an appointment with your instructor/s to discuss the ramifications of using 'found' or 'appropriated' material.
- Any original images used as the basis for any work you create – whether manipulated digitally or manually, or otherwise incorporated or appropriated for your work – must be properly cited, and must accompany your final work at the time of submission or evaluation.

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.

Helpful Links:
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