

University of Waterloo – Stratford Campus
GBDA 101 – Section 003
Digital Media Design and Production
Fall 2013
Fridays 9:00 AM – 12:00 PM

Instructor: Adam Glover
Office: East Campus Hall 2102
Office Hours: By Appointment Only
Office Phone: X 31249
Email: adamg@uwaterloo.ca

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.

Learning Outcomes:

This course is designed to give students a deeper understanding of the conceptual, contextual, and historical essentials of working in a design based field through experiential learning and practical production projects using digital media tools. As the course progresses students will:

- Develop a critical eye in relation to digital media and graphic design
- Become proficient with the tools necessary to create digital content for print, the web, and interactive display technologies
- Learn the best practices for planning and executing design work
- Work as individuals and as members of larger teams
- Develop visual problem solving skills

Course Structure:

GBDA 101 is a project-based class. Students are evaluated in this course based on their completion of a series of assignments. Additionally, the course requires students to participate in online and offline class critiques, demonstrations and online activities. It is within the best interest of every individual student to come to all classes in order to be able to participate fully in class activities. Participation is a graded component in the course. There is no final exam for this course.

Course Evaluation:

1. Assignment 1: Photographic Techniques Portfolio – 10% - **Due September 20, 2013**
2. Assignment 2: Infographic Design – 15% - **Due October 11, 2013**
3. Assignment 3: Responsive Web Design – 15% - **Due October 25, 2013**
4. Assignment 4: Animation Project – 20% - **Due November 8, 2013**
5. Assignment 5: Final Assignment – Client Project - 25% - **Due December 6, 2013**
6. Online Critiques X4 – 10% (See the section on Online Critiques for details)
7. Participation – 5%

NOTE: There is no final exam for GBDA 101

Assignments:

Assignment instructions will be made available during the course of the term. See above for a list of assignments, their weights and due dates. Please note that assignments will always be submitted for grading online unless otherwise indicated in a specific assignment's instructions. Students should be aware that assignments not handed in on time (without proper and timely documentation for the delay) are subject to a 10% reduction to that assignment's grade per week. Assignments that are handed in later than 5 weeks past the original deadline will not be graded. Please see the section on course policies (pg. 7) for more information about deadlines.

Online Critiques:

Assignments 1 through 4 will be followed up with class wide critiques of the work produced by students in the class. **Each critique is worth 2.5% of a student's final grade (10% cumulative).** Each critique will be held in the online discussion boards on the Waterloo LEARN site for the course. Specific instructions will be given prior to each session. Remember to keep all posts in online discussion boards courteous, constructive and on topic. Grades are awarded based on the content and quality of the postings.

In most cases, students will have one week to participate in discussions before a session is closed. No late participation will be allowed after a discussion board session is closed. As Online Critiques are time sensitive, failure to participate within the allotted time frame(s) will result in a grade of 0 for that specific critique.

Participation:

There are many in-class activities scheduled over the term. The nature of the course requires students to actively participate within the community of their peers. Students are expected to attend all class-meeting times in order to fully participate in the course.

Resources:

Software (Required) –

Students will be required to work on their projects both in and outside of class times. Computer labs with all the software applications required for this course 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) or an equivalent software package. 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. In this offering of the course students will primarily work with Adobe Illustrator, Dreamweaver, Flash and AfterEffects.

Readings (Required) –

Online project relevant readings are linked to within the course schedule. 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 and online critiques.

Online Prerecorded Tutorials (Required) –

This course covers a wide variety of software titles. While some software demonstrations will be done in class. Time restraints prevent comprehensive software lessons. Students will need to watch prerecorded tutorials to learn certain application techniques. Please see the course schedule for relevant dates.

Lynda.com Tutorials (Recommended) –

As stated above, this course utilizes a large cross-section of design software titles. Students that need extra practice or experience with software specific learning are encouraged to take advantage of the video tutorials available from the Lynda.com library of instructional materials. A list of related tutorials will be chosen by the instructor in order to supplement software specific learning. An invitation email will be sent to students from the instructor once classes have commenced. (Please do not sign up before you receive this email) The cost for these tutorials will be approximately **\$35.00** in total for the term paid to Lynda.com directly. (This is a significant savings compared to a regular subscription to the service)

Course Schedule:

Date	Lecture Topics	Readings, Deadlines & Other Information
Friday September 13, 2013	<ul style="list-style-type: none"> • Course Introduction • Understanding Copyright, Intellectual Property, Appropriation and Citation • Intro to Digital Photography and composition • Assignment 1 assigned 	Weekly Readings <ul style="list-style-type: none"> • Media After Software, 2012
Friday September 20, 2013	<ul style="list-style-type: none"> • DSLR Demo • Assignment 1 workshop period 	Weekly Readings <ul style="list-style-type: none"> • 10 Top Photography Composition Rules • Introducing the Golden Mean and the Rule of Thirds • COMPOSITION Deadlines <ul style="list-style-type: none"> • Assignment 1 Due at 11:59 PM in the online dropbox Other Information <ul style="list-style-type: none"> • Online Discussion 1 will take place between Monday September 23 and Monday September 30, 2013
Friday September 27, 2013	<ul style="list-style-type: none"> • Intro to Graphic Design Principles, Elements and best Practices • Adobe Illustrator Demonstrations • Assignment 2 assigned 	Weekly Readings <ul style="list-style-type: none"> • The 7 Components of Design Online Tutorials <ul style="list-style-type: none"> • Illustrator – Additional Techniques
Friday October 4, 2013	<ul style="list-style-type: none"> • Info-Graphics – The Visual Organization of Data • Typefaces and fonts • Screening of <i>Helvetica</i> 	Weekly Readings <ul style="list-style-type: none"> • http://en.wikipedia.org/wiki/Typeface (provided for contextualization)

<p>Friday October 11, 2013</p>	<ul style="list-style-type: none"> • Introduction to Web Design – Best Practices and concepts • HTML & CSS Demonstrations • Assignment 3 assigned 	<p>Weekly Readings</p> <ul style="list-style-type: none"> • About HTML Semantics and Front-End Architecture <p>Deadlines</p> <ul style="list-style-type: none"> • Assignment 2 Due at 11:59 PM in the online dropbox <p>Other Information</p> <ul style="list-style-type: none"> • Online Discussion 2 will take place between Tuesday October 15 and Tuesday October 22, 2013 <p>Online Tutorials</p> <ul style="list-style-type: none"> • Understanding Page-Flow and the Box Model
<p>Friday October 18, 2013</p>	<ul style="list-style-type: none"> • Continuation of HTML & CSS Demonstrations • Assignment 3 Work Period (Instructor and TAs on hand for assistance) 	<p>Weekly Readings</p> <ul style="list-style-type: none"> • W3Cschools.com (more of a resource than an actual reading) • CSS Tutorials (on W3CSchools) read and following along with the examples in the sections about CSS Basic, CSS Styling and CSS Box Model • Flight of the Navigator • The Wilderness Downtown <p>Online Tutorials</p> <ul style="list-style-type: none"> • Responsive web design – CSS Media Queries and Grid Systems
<p>Friday October 25, 2013</p>	<ul style="list-style-type: none"> • Introduction to 2D Animation Concepts • Demonstration of Adobe Flash • Assignment 4 assigned (Group Agreements for Assignment 4 must be submitted to the online dropbox by the following class. Each group member must submit a copy separately) 	<p>Deadlines</p> <ul style="list-style-type: none"> • Assignment 3 Due at 11:59 PM in the online dropbox <p>Other Information</p> <ul style="list-style-type: none"> • Online Discussion 3 will take place between Monday October 28 and Monday October 4, 2013

Friday November 1, 2013	<ul style="list-style-type: none"> • Creating compelling time-based design • Assignment 4 work period 	<p>Online Tutorials</p> <ul style="list-style-type: none"> • Flash - Layers and ActionScript in the Timeline • Using Adobe After Effects in your Flash workflow
Friday November 8, 2013	<p>Christie Digital Field Trip</p> <ul style="list-style-type: none"> • Assignment 5 assigned • Groups finalized 	<p>Deadlines</p> <ul style="list-style-type: none"> • Assignment 4 due at 11:59 PM in the online Dropbox. <p>Other Information</p> <ul style="list-style-type: none"> • Online Discussion 3 will take place between Monday November 11 and Monday November 18, 2013 <p>Online Tutorials</p> <ul style="list-style-type: none"> • Introduction to After Effects
Friday November 15, 2013	<ul style="list-style-type: none"> • Group work period for Assignment 5 	<p>Other Information</p> <ul style="list-style-type: none"> • Group Agreements for Assignment 5 must be submitted to the online dropbox by the end of class. Each group member must submit a copy of separately
Friday November 22, 2013	<ul style="list-style-type: none"> • Group work period for Assignment 5 	
Friday November 29, 2013	<ul style="list-style-type: none"> • In Class Critique of Assignment 5 	<p>Deadlines</p> <ul style="list-style-type: none"> • Assignment #5 due on December 6th, 2013 at 11:59PM

Course Policies:

Contacting the Instructor: The Instructor for this course is committed to the success of all students enrolled. However, outside of class times and office hours the instructor may not be able to provide immediate answers to student questions. Students can reach the instructor through email or the “Ask the Instructor” discussion board in Waterloo LEARN, but should expect that they may not receive a response for a full 24-48 hours during business days.

“No Access” due to Un-arranged Fees: Students that have not arranged their tuition fees for the current academic term at the University of Waterloo will find that they are unable to access the classroom support system “Waterloo LEARN”. Students are required to make certain that their fees are arranged before the term has commenced. Students in this situation should immediately contact: **Student Accounts, Room NH1110, studentaccounts@uwaterloo.ca, X38466.**

Loss of grades because a student cannot access course materials due to having un-arranged fees is not the responsibility of the instructor. No accommodations for late work or special arrangements for due dates will be made for students that have not arranged their fees. Late marks in this situation are not recoverable.

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. Failure to do so can result in the loss of project specific grades

Time Management: Students should expect to spend an average of 7-10 hours per week on this course above and beyond the scheduled lecture times.

Deadlines & Extensions: 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 where properly verified documentation is submitted. Extensions are granted based on the discretion of the instructor. Furthermore, if a student is unable to submit an assignment on the submission date, they must contact the instructor on the day the assignment is due. Official documentation of the circumstances must be provided to the instructor no later than one week after the missed deadline. *Please see the section on Medical Documentation for cases of illness.*

Medical Documentation: Medical documentation (a UW Verification of Illness form) must be provided in order to determine accommodation for the late submission of assignments and/or missed activities due to illness. The documentation must be provided in a timely fashion (within 1 week of the assignment submission date). Similarly, medical documentation WILL NOT be accepted at the END OF TERM to explain or to accommodate poor or erratic performance over the course of the term.

Late Assignments: Assignments submitted late without approved extensions will be subject to late penalties of **10% per week up to a maximum of 50% (meaning that work cannot be submitted more than 5 weeks late)**. After that time a grade of 0% will be assigned for the late work. Late penalties are not recoverable except where official documentation has been provided as stated above.

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 the projects they reflect. Late submissions of written statements mean that the whole project is late. Failing to provide written statements will impact grades for specific projects. This will be reiterated in all applicable project instructions. All Written Statements should be submitted in .doc or .docx format.

Computer Failures/ Technical Problems: It is strongly 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. Work that is late due to a computer failure is subject to all standard late penalties.

Group Work: There are several instances where group work will be assigned during the term. While every attempt to place individuals together in groups of their own choosing will be made, the instructor reserves the right to assign and re-assign group members according to their own discretion.

All assignments and activities that include group work will be accompanied by a **Group Assignment Disclosure Agreement** that must be filled out and signed by all members of the group.

Group work is not an excuse to offload individual responsibility to fellow group members. Group members will have the opportunity to provide feedback about all other members of the group to the instructor for grading consideration of group work. Instances of unresolvable group member disagreements should be brought to the attention of the instructor and/or TAs as soon as possible and before group work is due.

Assignment Grades: Once an assignment has been graded, resubmission of the same assignment for additional grades is not permitted in this course. Students that have questions about a graded item or students that need clarification about comments made on graded work should not hesitate to ask the instructor.

Academic Integrity:

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/>

Accommodation for Students with Disabilities:

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 artistes 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:
4. <http://balancedcopyright.gc.ca/eic/site/crp-prda.nsf/eng/home>
5. 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>
6. 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>