

**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 RM 2024 and Mac Lab RM 2129**  
**Fall 2014 Term**

Instructor: Jane Tingley

Office: Stratford Campus - Room 2126

Main Campus - ECH – Room 1205

Office Hours: every Wednesday from 12-2 pm or by appointment

Office Extension: Stratford X 23021 and ECH X 39160

e-mail: [jtingley@uwaterloo.ca](mailto:jtingley@uwaterloo.ca)

**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 is taught from a Fine Arts perspective and will look broadly at digital media as it is applied to a number of contexts. Projects will span the design of infographics and the creation of moving and static digital images. 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:**

*On-line resources – TBA during class.*

This course will utilize a cross-section of design software applications included in the Adobe Creative Suite (CS6) – (students are welcome to use the open source versions as well – for example the GIMP and INKSCAPE). 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.

**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 the 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.

**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 350 - 500 word written statement will be submitted with each of the three main assignments 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 or .pdf format.

**Course Evaluation:** The course grade will be based on attendance in class, attendance in labs, 3 assignments, 3 artist statements, reading assignments, 9 mini-blog assignments. The breakdown is as follows:

Assignment #1 – 20%

Assignment #2 – 25%

Assignment #3 – 25%

Mini-blog assignments - 15%

(this includes the on-line crit)

Artist Statements and readings– 10%

Participation - 5%

**\*\*NOTE: There is no final exam for GBDA 101\*\***

**Course Schedule - Fridays:**

<p>Week 1 – September 12<sup>th</sup>, 2014</p> <p><b>Introduction to the class – 1hr</b></p> <ul style="list-style-type: none"><li>• Fill out self-assessment</li><li>• Fill out waiver</li><li>• Explain Stratford stuff</li><li>• Go through syllabus</li><li>• Explain blog assignment – must send me link by next class.</li></ul> <p><b>Lecture:</b> Introduction to photography</p> <p><b>ASSIGN:</b> Mini-blog assignment #1a</p> <p>Demonstrate the photo principles explained in class</p> <p>Upload to blog examples of:</p> <ul style="list-style-type: none"><li>– 2 x apertures</li><li>– 2 x shutter speed</li><li>– 1 x creative long shutter speed</li></ul> <p>Tools: Camera, tripod, lighting</p> <p><b>READING Assigned: Top 10 Composition Rules</b></p>	
<p>Week 2 – September 19<sup>th</sup>, 2014</p> <p><b>Tutorial:</b> Photoshop I</p> <p><b>Lecture:</b> Photography II and Compositing I</p> <p><b>Exercise:</b> APPLY the Reading</p> <p><b>ASSIGN:</b> Mini-blog assignment #1b</p> <p>Assignment 1</p> <p><b>READING Assigned:</b> Appropriation in Contemporary Art</p>	<p><b>DUE: Mini-blog assignment #1a</b></p>

<p>Week 3 – September 26<sup>th</sup>, 2014</p> <p><b>Tutorial:</b> Photoshop 2</p> <p><b>Lecture: 1</b> - Compositing II and examples</p> <p><b>Lecture: 2</b> - Remix-MashUp-Collage</p> <p><b>ASSIGN:</b> Mini-blog assignment #1c</p> <p><b>READING Assigned:</b>  <a href="http://henryjenkins.org/2008/06/interview_with_total_remix_ow.html">http://henryjenkins.org/2008/06/interview_with_total_remix_ow.html</a></p>	<p><b>DUE: Mini-blog assignment #1b</b></p>
<p>Week 4 – October 3<sup>rd</sup>, 2014</p> <p><b>Work class</b></p> <p><b>READING Assigned:</b> Chapter 1 and 2 - Terry Barrett - About Art Criticism and Describing Photography.</p>	<p><b>DUE: Mini-blog assignment #1c</b></p>
<p>Week 5 – October 10<sup>th</sup>, 2014</p> <p><b>Class Discussion – Reading</b></p> <p><b>Tutorial:</b> Illustrator 1</p> <p><b>ASSIGN:</b> Mini-blog assignment #2a</p> <p><b>READING Assigned:</b> Design and Communication 7 Components of Design</p> <p><b>HOMEWORK: Blog Critique:</b> Based on Barrett reading</p>	<p><b>DUE: Assignment 1 Digital copies uploaded before at midnight on October 9<sup>th</sup>, 2014.</b></p>
<p>Week 6 – October 17<sup>th</sup>, 2014</p> <p><b>Lecture:</b> Vector based art</p> <p><b>Tutorial:</b> Illustrator 2</p> <p><b>ASSIGN:</b> Assignment 2 Mini-blog assignment #2b</p>	<p><b>DUE: Mini-blog assignment #2a and textual blog assignment.</b></p>
<p>Week 7 – October 24<sup>th</sup>, 2014</p> <p><b>Lecture:</b> Infographic</p> <p><b>ASSIGN:</b> Mini-blog assignment #2c</p> <p><b>Wall Experiments</b></p> <p><b>Movie:</b> Helvetica</p>	<p><b>DUE: Mini-blog assignment #2b</b> All digital files uploaded to the class dropbox and a digital image posted on your blog</p>
<p>Week 8 – October 31<sup>st</sup>, 2014</p> <p><b>Work class</b></p>	<p><b>DUE: Mini-blog assignment #2c</b></p>
<p>Week 9 – November 7<sup>th</sup>, 2014</p> <p><b>In-class exercise</b></p> <p><b>Lecture:</b> Intro moving image</p> <p><b>ASSIGN:</b> Mini-blog assignment #3a Assignment #3</p> <p><b>READING Assigned: Painting with Light in the Digital Age</b></p>	<p><b>DUE: Assignment 2 - small version of digital copies uploaded before midnight on November 6<sup>th</sup>, 2014. Large versions due in class on November 7th, 2014.</b></p>
<p>Week 10 - November 14<sup>th</sup>, 2014</p> <p><b>Lecture: 1</b> - narrative and non-narrative animation <b>2</b> - examples</p> <p><b>Tutorial:</b> Premiere</p> <p><b>ASSIGN:</b> mini-blog assignment #3b given</p>	<p><b>DUE: Mini-blog assignment #3a</b></p>

Week 11 - November 21 <sup>st</sup> , 2014 <b>Tutorial:</b> After Effects <b>ASSIGN:</b> mini-blog assignment #3c given	<b>DUE: Mini-blog assignment #3b</b>
Week 12 - November 28 <sup>th</sup> , 2014 <b>Work class</b>	<b>DUE: Mini-blog assignment #3b</b>
December 5 <sup>th</sup> , 2014	<b>DUE: Final Assignment</b>

**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 at [jtingley@uwaterloo.ca](mailto:jtingley@uwaterloo.ca) - 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](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 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://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>