

**University of Waterloo**  
**Stratford Campus**  
**GBDA 101**  
**Digital Media Design and Production**  
**Term 1, 2014**  
**Fridays 1:00 PM – 3:50 PM (Section 003)**  
**Class Room RM Room 2022 and Mac Lab RM 2129**

**Instructor and PA information**

Instructor: Brian Cullen  
Office: Stratford Campus RM 2018  
Office Phone: N/A  
Office Hours: Fridays 10:30 am – 12:30 pm or by appointment  
Email: bcullen@uwaterloo.ca  
Extra information on contacting the instructor.

T.A.	T.A. 1 Name	T.A. 2 Name	T.A. 3 Name	T.A. 4 Name
Email	T.A. 1 Email	T.A. 2 Email	T.A. 3 Email	T.A. 4 Email
Office	T.A. 1 Office	T.A. 2 Office	T.A. 3 Office	T.A. 4 Office
Office Hours	T.A. 1 Hours	T.A. 2 Hours	T.A. 3 Hours	T.A. 4 Hour

**Course Description:**

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 to 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.

**Course Goals and Learning Outcomes:**

This course will be directed towards practical and artistic production of digital media, as well students will gain a deeper understanding of the conceptual, contextual, and historical essentials of working in a design based field. The course will teach students:

**Upon completion of this course, students should be able to:**

- A. To develop a critical eye in relation to digital media and graphic design
- B. To work with the tools necessary to create digital content for print and the web, along with other interactive display technologies.
- C. The best practices for planning and executing design work

- D. How to work on teams and to collaborate
- E. To become self-sufficient and pro-active when it comes to finding solutions for technical problems

**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 attend the tutorials given by Jordan Mandel as well as to be proactive and learn things on their own.

**Readings to be made available on LEARN**

- Top 10 Composition Rules
- Rowe, Hayley. Appropriation in Contemporary Art
- TBA – the Remix
- Barrett, Terry. Criticising Photographs: An Introduction to Understanding Images. Chapters 1 and 2.
- White, Alex. The Elements of Graphic Design. Section 2
- Churchill, Madeline. Painting with Light in the Digital Age

The 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 Requirements and Assessment:**

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. The course grade will be based on attendance in class and labs, 3 assignments, 3 artist statements, reading/writing assignments, and 6 mini-blog assignments. The breakdown is as follows:

<b>Assessment</b>	<b>Date of Evaluation</b>	<b>Weighting</b>
Assignment #1	October 9th - 11:59 pm	20%
Assignment #2	November 6th - 11:59 pm	25%
Assignment #3	December 5 <sup>th</sup> - 11:59 pm	25%
Artist Statements, textual blog assignments and readings	On-going	10%
Mini-blog assignments	On-going	15%
Participation	On-going	5%
<b>Total</b>		<b>100%</b>

### **Assignment #1**

Assignment instructions will be made available September 19th. You will receive these only by attending classes – Attendance is mandatory. Instruction will not be repeated.

### **Assignment #2**

Assignment instructions will be made available October 17th. You will receive these only by attending classes – Attendance is mandatory. Instruction will not be repeated.

### **Assignment #3**

Assignment instructions will be made available November 7th. You will receive these only by attending classes – Attendance is mandatory. Instruction will not be repeated.

### **Artist Statements, textual blog assignments and readings**

Artist Statement: 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 project grade. All written statements should be submitted in .doc or .pdf format and uploaded to LEARN digitally. Grammar and writing quality is important – please get a proof reader.

Textual Blog Assignments: These will take the form of critiques and responses to assigned questions. These should be posted on your blog on the assigned due date. This date will be provided when the assignment is assigned.

Readings: The readings will be assigned in class and will be posted on LEARN. The readings must be done BEFORE the class it is assigned for. The readings are provided to help clarify concepts presented in class.

### **Blog and Mini-blog Assignments**

Every student will create a blog on Tumblr or on your favourite blog site. You must give your instructor this address by September 19th by uploading it to LEARN in a word doc or pdf. You will post all of your blog assignments and statements to this blog. Your mini blog assignments will be assigned throughout the semester. The goal of the min-blog assignments is to help you build skills and/or demonstrate your skill. You will NOT be graded on your artistic vision nor your skill level. These assignments must be taken seriously – but are designed to help you BUILD skills. Your grade will be based on completion of assigned tasks – not how well you master the skills. The goal of the mini-blog assignments is to learn skills – the goal of the three main assignments is to assess how well you apply these skills.

## Participation

There are a number of factors that make up class participation – willingness to discuss ideas, participating in the mini-critiques, and ATTENDANCE (this means arriving on time) - a failure to attend class is a failure to participate in class. I consider class participation to be one of the most important part of this class and ask that everyone come to class with an open mind and a willingness to share ideas. In order to do this we must develop a classroom culture that is safe - anyone turning the classroom into a hostile environment will not receive class participation marks.

## Course Outline

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.

Week	Date	Topic	Readings and Assignments Due
1	September 12 <sup>th</sup> , 2014	<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 info</li> <li>• Go through syllabus</li> <li>• Explain blog assignment – <b>must send me link by next class.</b></li> </ul> <p><b>Lecture:</b> Basic Design</p> <p><b>READING Assigned:</b> Top 10 Composition Rules</p>	
2	September 19 <sup>th</sup> , 2014	<p><b>Tutorial:</b> Photoshop I</p> <p><b>Lecture:</b> Photography</p> <p><b>Exercise:</b> APPLY the Reading</p> <p><b>ASSIGN:</b> 1) Mini-blog assignment 1a: 2) Assignment 1</p> <p><b>READING Assigned:</b> Appropriation in Contemporary Art</p>	<p><b>URL for blog DUE</b></p> <p><b>Reading Due:</b> Top 10 Composition Rules</p>
3	September 26 <sup>th</sup> ,	<p><b>Tutorial:</b> Photoshop II</p> <p><b>Lecture:</b> Digital Imagery</p>	<p><b>Assignment Due:</b> Mini-blog assignment 1a - before</p>

Week	Date	Topic	Readings and Assignments Due
	2014	<b>ASSIGN:</b> Mini-blog assignment 1b: <b>READING Assigned:</b> TBA – the Remix	11:59PM on Sept 25 <sup>th</sup>  <b>Reading Due:</b> Appropriation in Contemporary Art
4	October 3 <sup>rd</sup> , 2014	<b>Work class</b>  <b>READING Assigned:</b> Barrett, Terry. Criticising Photographs: An Introduction to Understanding Images. Chapters 1 and 2	
5	October 10 <sup>th</sup> , 2014	<b>Tutorial:</b> Illustrator I <b>Class Discussion:</b> Reading <b>Lecture:</b> Vector Based Art  <b>ASSIGN:</b> 1) Mini-blog assignment 2a 2) Assignment 2 <b>READING Assigned:</b> White, Alex. The Elements of Graphic Design. Section 2. <b>Textual Blog Assignment:</b> Blog Critique of Assignment 1: Based on Barrett reading	<b>DUE:</b> Assignment 1 Digital copies uploaded by 11:59 pm on <b>October 9<sup>th</sup>, 2014.</b>  <b>Assignment Due:</b> Mini-blog assignment 1b - before 11:59PM on Oct 9 <sup>th</sup> .  <b>READING Due:</b> Barrett, Terry. Criticising Photographs: An Introduction to Understanding Images. Chapters 1 and 2
6	October 17 <sup>th</sup> , 2014	<b>Tutorial:</b> Illustrator II <b>Class Discussion:</b> Reading <b>Lecture:</b> Infographics  <b>Work class – research for Infographic</b>	<b>READING Due:</b> White, Alex. The Elements of Graphic Design. Section 2.  <b>Due – Textual Blog Assignment:</b> Blog Critique of Assignment 1: Based on Barrett reading – on blog before 11:59PM on Oct 16 <sup>th</sup> .
7	October 24 <sup>th</sup> , 2014	<b>Lecture:</b> Typeface  <b>Movie:</b> Helvetica	<b>DUE:</b> Mini-blog assignment 2a - before 11:59PM on Oct 23 <sup>rd</sup> .
8	October 31 <sup>st</sup> , 2014	<b>Wall Experiments</b>  <b>Work class</b>	
9	November 7 <sup>th</sup> , 2014	<b>Tutorial:</b> Premiere	<b>DUE:</b> Assignment 2 - small version of digital copies uploaded by 11:59 pm on

Week	Date	Topic	Readings and Assignments Due
		<b>Lecture:</b> Animation  <b>ASSIGN:</b> 1) Assignment 3 2) Mini-blog assignment 2b <b>Textual Blog Assignment:</b> Blog Critique of Assignment 2	<b>November 6<sup>th</sup>, 2014.</b> Large versions due in class on November 7th, 2014.
10	November 14 <sup>th</sup> , 2014	<b>Tutorial:</b> After Effects <b>Lecture:</b> The Glitch Aesthetic  <b>ASSIGN:</b> mini-blog assignment 3a given  <b>READING Assigned:</b> Churchill, Madeline. Painting with Light in the Digital Age	<b>DUE:</b> Mini-blog assignment #2b - before 11:59PM on Nov 13th .  <b>Due – Textual Blog Assignment:</b> Blog Critique: Based on Alex White reading - before 11:59PM on Nov 13th
11	November 21 <sup>st</sup> , 2014	<b>Class Discussion:</b> Reading  <b>Lecture:</b> Compositing  <b>ASSIGN:</b> mini-blog assignment 3b given <b>Work class</b>	<b>DUE:</b> Mini-blog assignment 3a - before 11:59PM on Nov 20th  <b>READING Due:</b> Churchill, Madeline. Painting with Light in the Digital Age
12	November 28 <sup>th</sup> , 2014	<b>Work class</b>	<b>DUE: Mini-blog assignment 3b - before 11:59PM on Nov 27th</b>
	Dec 5th	<b>NO CLASS</b>	<b>DUE: Final Assignment</b>

### Backup Your Work

It is recommended that students backup their work frequently and to several different hard drives or USB sticks. 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.

### 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.

### Attendance Policy

Attendance is Mandatory.

## **Late Work**

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.

## **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).

## **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) ([CARFAC website](#))
2. Wikimedia Commons and Flickr have databases of digital files that are available for use. You need to check the conditions of use as they vary: ([Wikimedia Commons website](#); Flickr Commons link)
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: (Canadian Copyright Act link)
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>)

## **Electronic Device Policy**

TBA

## **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. See the [UWaterloo Academic Integrity Webpage \(https://uwaterloo.ca/academic-integrity/\)](https://uwaterloo.ca/academic-integrity/) and the [Arts Academic Integrity Office Webpage \(http://arts.uwaterloo.ca/current-undergraduates/academic-responsibility\)](http://arts.uwaterloo.ca/current-undergraduates/academic-responsibility) for more information.

## **Discipline**

A student is expected to know what constitutes academic integrity to avoid committing academic offenses and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offense, or who needs help in learning how to avoid offenses (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. 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) (<http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm>). For typical penalties check [Guidelines for the Assessment of Penalties](http://www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm) (<http://www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.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](https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70) (<https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70>). When in doubt please be certain to contact the department’s administrative assistant who will provide further assistance.

### **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](http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm) (<http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm>).

### **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.