

University of Waterloo
Stratford Campus
GBDA 101
Digital Media Design and Production
Term 1, 2015
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

Instructor and PA information

Instructor: Jane Tingley
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T.A.	TBA
Email	TBA

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 and design perspectives, 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:

The textbook for this class is “The Layout Workbook - a real-world guide to building pages in graphic design” by Kristen Cullen. Rockport Press. ISBN 978-1-59253-352-7.

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

- Chapter 2 – The Nature of Representation from the Graphic Design Theory by Meredith Davis. Thames & Hudson Inc. ISBN 978-0-500-28980-8.
- Chapter 4 - 10 Rules of Color from the ‘Color Design Workbook; A Real-World Guide to Using Color in Graphic Design’ by Adams Morioka and Terry Stone. Rockport Press. ISBN 978-1-59253-433-3.
- Chapter 8 - Gestalt Theory and Dominance from ‘Color: How to use it’ by Marcie Cooperman. Pearson Education. ISBN 978-0-13-5120781.
- Style Tiles - http://styletil.es/?utm_source=CMblog&utm_medium=link&utm_campaign=Designing+a+Brand+Identity

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:

Assessment	Date of Evaluation	Weighting
Assignment #1	October 15th - 11:59 pm	20%
Assignment #2	November 12th - 11:59 pm	25%
Assignment #3	December 6 th - 11:59 pm	25%

Assessment	Date of Evaluation	Weighting
Textual assignments	On-going	15%
Mini-blog assignments	On-going	10%
Participation	On-going	5%
Total		100%

Assignment #1 – Self Branding

Assignment instructions will be made available September 25th. You will receive these only by attending classes – Attendance is mandatory. Instruction will not be repeated.

Assignment #2 - Infographic

Assignment instructions will be made available October 16th. You will receive these only by attending classes – Attendance is mandatory. Instruction will not be repeated.

Assignment #3 – Animation – moving the still

Assignment instructions will be made available November 13th. You will receive these only by attending classes – Attendance is mandatory. Instruction will not be repeated.

Project Statements

There will be a total of 3 textual assignments worth 5% each. These assignments will be part artist statement and part response to the readings. In 500 words (2 page document double spaced with 12 pt type) the student must write a statement that describes their assignment in relation to the assigned readings. To receive full marks the student must reference the readings and indicate an understanding of the material, express how the readings influenced their design choices, follow the requested format (eg. good grammar, correct spelling, correct format). 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.

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 25th by uploading it to LEARN>connect>discussions>blog URL (make sure you post an active link). All of your blog assignments and statements will be posted to this blog. There will be 5 major mini blog assignments assigned throughout the semester. The goal of the mini-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 18 th , 2015	<p>Introduction to the class:</p> <ul style="list-style-type: none"> • Fill out self-assessment and waiver • Go through syllabus • Explain blog assignment – must upload link by next class. <p>Lecture: Photography Workshop: How to use a camera ASSIGNMENT: Mini-blog assignment #1 READING Assigned: 1) Layout Workbook - chapters 1 & 3 2) Chapter 2 – The Nature of Representation from ‘Graphic Design Theory’</p>	
2	September 25 th , 2015 ****If you do not understand Illustrator – YOU MUST ATTEND JORDAN’S WORKSHOP****	<p>Tutorial: Illustrator I Lecture: Assignment 1 and vector art Discussion – Readings ASSIGN: 1) Mini-blog assignment #2 2) Assignment 1 READING Assigned: 1) Chapter 4 - 10 Rules of Color from the ‘Color Design Workbook’. 2) Chapter 8 - Gestalt Theory and Dominance from ‘Color: How to use it’ 3) Style Tiles – URL given in class</p>	<p>URL for blog DUE</p> <p>Assignment Due: Mini-blog assignment #1 - before 11:59PM on Sept 24th</p> <p>Reading Due: 1) Layout Workbook chapter 1 & 3 2) Graphic Design Theory by Meredith Davis. Chapter 2</p>
3	October 2 nd , 2015 ****If you do not understand Illustrator – YOU MUST ATTEND JORDAN’S WORKSHOP ****	<p>Lecture: Colour and Composition Discussion – Readings & Style Tiles Meeting with prof</p>	<p>Reading Due: 1) Chapter 4 - 10 Rules of Color from the ‘Color Design Workbook’. 2) Chapter 8 - Gestalt Theory and Dominance from ‘Color: How to use it’ 3) Style Tiles</p>

Week	Date	Topic	Readings and Assignments Due
4	October 9 th , 2015	Work class Exercise: Style Tile Presentations Meeting with prof	Assignment Due: Mini-blog assignment #2 - before 11:59PM on Oct 8 th .
5	October 16 th , 2015	Tutorial: Illustrator II Lecture: Infographic and Graphic Communication ASSIGN: Assignment #2 READING Assigned: 1) Layout Workbook - chapters 5 & 6	DUE: 1) Assignment # 1 Digital copies uploaded by 11:59 pm on October 15th . (put copy on blog) 2) Statement #1 - Digital copies only - uploaded to blog by 11:59 pm on October 15th .
6	October 23 rd , 2015	Discussion – Readings Exercise: Wall Experiments Lecture: Moving the still ASSIGN: Mini-blog assignment #3 Exercise: Group mini-stop motion Tutorial: mini-stop motion READING Assigned: 1) Layout Workbook - chapters 7 & 8	READING Due: Layout Workbook - chapters 5 & 6
7	October 30 th , 2015	Discussion – Readings Work class – Meetings with prof	READING Due: Layout Workbook - chapters 7 & 8
8	November 6 th 2015	Work class – PROF in Montréal Movie: Helvetica	DUE: Mini-blog assignment #3 - before 11:59PM on Nov 5 th .
9	November 13 th , 2015	Lecture: 1) Animation I - narrative and non-narrative animation Exercise: Green Screen Workshop Tutorial: After Effects ASSIGN: 1) Assignment #3 2) Mini-blog assignment #4 READING Assigned: TBA	DUE: 1) Assignment #2 - small version of digital copies uploaded by 11:59 pm on November 12th . Large versions due in class on November 13th, 2014. 2) Statement #2 - Digital copies only - uploaded to blog by 11:59 pm on November 12th .
10	November 20 th , 2015	Tutorial: After Effects Lecture: 1) narrative and non-narrative animation continued II Discussion – Readings	READING Due: TBA

Week	Date	Topic	Readings and Assignments Due
11	November 27 th , 2015	Tutorial: After Effects ASSIGN: Mini-blog assignment #5 Work class	DUE: Mini-blog assignment #4 - before 11:59PM on Nov 19th
12	December 4 th , 2015	Work class	DUE: Mini-blog assignment #5 - before 11:59PM on Dec 3 rd .
	December 6 th , 2015	NO CLASS	DUE: Final Assignment

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

See Code of Professional Conduct

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.