

**University of Waterloo: Stratford Campus**

**GBDA 101**

**Digital Media Design and Production**

**Fall Term 1, 2016**

Fridays: 9:00 AM – 11:50 PM (Section 001)

Class Room RM 2022 and Mac Lab RM 2129

**Instructor information:** Lisa Birke

Office: Stratford Campus RM 2018,

Office Phone: 23011

Office Hours: ECH RM 1213: Tuesdays and Thursdays 4 – 5:30pm (please make an appointment)

Email: [lbirke@uwaterloo.ca](mailto:lbirke@uwaterloo.ca)

**PA information :** Calvin Zheng

Email: [yx4zheng@uwaterloo.ca](mailto:yx4zheng@uwaterloo.ca)

**Course Description:**

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. Specifically, this course will focus on the integration of digital images, texts, and basic animation into web-based projects that meet the needs of a variety of audiences.

Projects and assignments will span an introduction to digital photography, concept development, professional practice and the client/designer relationship, design principles, illustration and poster design, and the creation of a motion graphic. 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. The course is taught from fine arts and design perspectives.

**Course Goals and Learning Outcomes:**

This course will be directed towards design focussed production of digital media. Students will gain a deeper understanding of the branding architecture, design-based workflow, client/designer relationships, visual communication strategies, as well as, conceptual, contextual, and aesthetic principles of working in a design-based field.

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

- A. develop a critical eye in relation to digital media and graphic design
- B. work with the tools necessary to create digital content for print, the web, and other interactive display technologies.

- C. use best practices and strategies for planning and executing design work
- D. work in a client/designer relationship
- E. be self-sufficient and pro-active when it comes to finding solutions for technical problems
- F. be proficient in expressing design concepts and ideas, both verbally and in written form
- G. use creative thinking skills

## **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. Note: all supplementary readings to the course text will be posted on Learn in digital form or as links to on-line resources.*

This course will utilize a cross-section of design software applications included in the Adobe Creative Suite (CS6 and CC) – 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 **MONDAYS at 5pm in ECH RM 1205 (mac lab)** as well as to be proactive and learn things on their own.

### **Readings to be made available on LEARN**

- “Why Brand is Everything when building a business” - <https://www.pickaweb.co.uk/blog/why-brand-is-everything-when-building-a-business/>
- 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.
- Howdesign.com: “Basic Principles of Animation and Motion Design”: <http://www.howdesign.com/web-design-resources-technology/12-basic-principles-animation-motion-design/>
- Note other short readings, design blogs and other online resources may be assigned throughout the term as they relate to Mini Blog Assignments and the Projects

Topics covered in the readings will provide students with contextual information necessary for completing course assignments and participating in class discussions.

## **Projects and Assessment:**

GBDA 101 is a project-based class. Students are evaluated in this course based on the completion of the term projects, a series of mini blog assignments that support technical and creative thinking skill development that correspond to the main projects, as well as, their level of engagement during class

activities. Class time will be used for lectures, discussions, project descriptions and examples, in-class tutorials and in-class exercises. Due to high course content in class work sessions will be limited and **students are also expected to put in an additional 8 – 10 hours of their own time for learning programs and completing projects per week.** The course grade will be based on attendance in class and labs, 6 mini-blog assignments and 2 projects. The breakdown is as follows:

<b><u>Assets and Course Components</u></b>	<b><u>Due Dates</u></b>	<b><u>Weighting</u></b>
Project #1	Uploaded to Learn <b>Dropbox and Blog by October 20<sup>th</sup> 6pm</b>	30%
Project #2	Uploaded to Learn <b>Dropbox and Blog by December 01 - 6pm</b>	35%
Mini-blog assignments: 1-6	On-going	30% (5% each)
Effort and Participation	On-going	5%
Total		100%

### **Project 1 – Peer Branding**

In this project you will be creating a brand architecture and designing a digital poster for one of your peers, in an assigned client/designer pairing. Each student will have the opportunity to work as both client and designer.

### **Project 2 – Motion Graphic**

Using the brand portfolio created in Project 1 as a starting point, you will create a motion graphic/animation that comports with the client’s brand philosophy.

### **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 16<sup>th</sup> by uploading it to LEARN>connect>discussions>blog URL. **Make sure you post an active link.** These instructions, with examples, will be reviewed on the first day of class.

**All of your Mini Blog assignments will be posted to this blog by the dates listed below.** This means you must have the assignments **up on your blog by** the class specified. These Mini Blog assignments will be used in discussion, tutorials and designer/client meetings conducted during class.

- a. **Mini Blog #1:** photographic portfolio (see Mini Blog ONE assignment pdf)  
**Due:** RAW images for class Sept 16<sup>th</sup>, and EDITED images Sept 23<sup>rd</sup>
- b. **Mini Blog #2:** branding philosophy (see Mini Blog TWO assignment pdf)  
**Due:** Sept 23<sup>rd</sup> for class
- c. **Mini Blog #3:** ideation & sketching (see mini blog THREE pdf)  
**Due:** Sept 30<sup>th</sup> for class
- d. **Mini Blog #4:** raster to vector (see Mini Blog FOUR pdf)  
**Due:** Oct 7<sup>th</sup> for class
- e. **Mini Blog #5:** stop motion animation (see Mini Blog FIVE pdf)  
**Due** Nov 4<sup>th</sup> for class
- f. **Mini Blog #6:** project statement (see Mini Blog SIX pdf)  
**Due** Dec 1<sup>st</sup> at 6pm

The goal of the mini blog assignments is to help you build skills and/or demonstrate your skill. Your grade will be based on whether or not you satisfy all of the components of each task and your technical

acuity and commitment demonstrated. The goal of the mini-blog assignments is to learn technical and creative problem solving skills – the goal of the projects is to apply these skills towards a finished product.

NOTE: Project and Mini Blog instructions will be made available on an ongoing basis in class – Attendance is mandatory. Instruction will not be repeated.

**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.

**Computer Lab Access**

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.

**Schedule of Delivery:**

Week	Date	Topic: in class	Readings and Assignments (unless otherwise specified Assignments and Readings are due for the following class)
1	September 9 <sup>th</sup>	<p><b>Introduction to the class:</b> Syllabus and Equipment room policies</p> <p><b>Lecture:</b> Photography basics</p> <p><b>Workshop:</b> How to use a camera and basic lighting</p> <p><b>Assignment Overview:</b> Mini Blog #1: Photographic portfolio – <u>(must upload live link to Learn&gt;Connect&gt;Discussions&gt;Mini Blog Links by next class.)</u></p>	<p><b>Assignment:</b> Mini-blog #1 (must have all RAW photographs downloaded to your computer or harddrive for next class, as these will be used for our in-class tutorial).</p> <p>Don't forget to upload your blog URL to Learn!</p> <p><b>Reading:</b> 1) Layout Workbook - Function and Inspiration</p>

Week	Date	Topic: in class	Readings and Assignments (unless otherwise specified Assignments and Readings are due for the following class)
2	September 16 <sup>th</sup>  September 19 <sup>th</sup> 5pm ECH 1205 <i>“Introduction to Illustrator: interface and tools” ****If you do not understand Illustrator – YOU MUST ATTEND JORDAN’s WORKSHOP****</i>	<b>Lecture:</b> Visual Design Basics: design thinking, branding and semiotics  <b>Discussion and brainstorming:</b> <ul style="list-style-type: none"> <li>• client analysis, research, brand philosophy</li> </ul> <b>Tutorial:</b> Photography workflow and basic image adjustments: Adobe Bridge to Camera Raw  <b>Assignment Overview:</b> <ul style="list-style-type: none"> <li>• Project ONE</li> <li>• Mini Blog #2: branding philosophy</li> </ul>	<b>Assignment:</b> Mini Blog #1 EDITED images uploaded to blog for next class Mini Blog #2: personal brand philosophy must be complete for Client/Designer interview next class  <b>Reading:</b> “Why Brand is Everything: <a href="https://www.pickaweb.co.uk/blog/why-brand-is-everything-when-building-a-business/">https://www.pickaweb.co.uk/blog/why- brand-is-everything-when-building-a- business/</a>  <b>Podcast:</b> Ted Radio Hour: Brand over brain: <a href="http://www.npr.org/programs/ted-radio-hour/308752278/brand-over-brain">http://www.npr.org/programs/ted- radio-hour/308752278/brand-over- brain</a>
3	September 23 <sup>rd</sup>  (September 26 <sup>th</sup> : Jordan’s tutorial:  <i>“Illustrator II: pen tool, free draw and working with shapes ”)</i>	<b>Lecture:</b> Visual Design Basics: Composition  <b>Workshop:</b> Client/Designer meetings/interviews  (Deliverables to Designer: Mini Blog #1 & 2, photo-folio, branding philosophy)  <b>Tutorial:</b> Illustrator #1: style tiles  <b>Assignment Overview:</b> Mini Blog #3: ideation & sketching	<b>Assignment:</b> Mini Blog #3: ideation & sketching  <b>Reading:</b> Chapter 2 – The Nature of Representation from ‘Graphic Design Theory’  <b>Video:</b> <a href="#">DesignThinking</a>

Week	Date	Topic: in class	Readings and Assignments (unless otherwise specified Assignments and Readings are due for the following class)
4	September 30 <sup>th</sup>  <i>(October 3<sup>rd</sup>: Jordan's tutorial: "Illustrator III: working with type/patterns)</i>	<p><b>Lecture:</b> Visual Design Basics: Colour</p> <p><b>Tutorial:</b> Illustrator #2: adapting photographic material in Illustrator and creating patterns</p> <p><b>Client/designer meetings:</b> ideation review</p> <p><b>Assignment Overview:</b> Mini Blog #4: raster to vector (working with photographs in Illustrator)</p>	<p><b>Assignment :</b></p> <p>Mini Blog #4: raster to vector</p> <p><b>Reading:</b></p> <p>1) Chapter 4 - 10 Rules of Color from the 'Color Design Workbook'.</p> <p>2) Chapter 8 - Gestalt Theory and Dominance from 'Color: How to use it'</p>
5	October 7 <sup>th</sup>  <i>(October 10<sup>th</sup>: No Tutorial today: holiday Monday)</i>	<p><b>Lecture:</b> Visual Design Basics: Typography</p> <p><b>Tutorial:</b> Working with type, layout, and combining elements in Illustrator</p> <p><b>Discussion</b> of Readings</p>	<p><b>Assignment:</b> Project 1 uploaded to Learn <b>Dropbox and Blog</b> by <b>October 20<sup>th</sup> 6pm</b> in preparation for group critique!!!</p> <p><b>Reading:</b> Layout Workbook: Structure, Interaction of Visual Elements and Typography</p>
-	October 14 <sup>th</sup>  <i>(October 17<sup>th</sup>: Jordan's tutorial as usual!! "Illustrator worksession")</i>	<p><b>No Class Today:</b></p> <p>Wednesday schedule followed today: Study Day Make-up Session</p>	<p><b>Assignment:</b> Project 1 uploaded to Learn <b>Dropbox and Blog</b> by <b>October 20<sup>th</sup> 6pm</b> in preparation for group critique!!!</p>
6	October 21 <sup>st</sup>  <i>(October 24<sup>th</sup>:  Jordan's tutorial: "Premiere pro interface")</i>	<p><b>Group Critique Session</b></p>	<p><b>Reading:</b> Layout Workbook: design Analysis Profiles pp: 128-180</p>

Week	Date	Topic: in class	Readings and Assignments (unless otherwise specified Assignments and Readings are due for the following class)
7	October 28 <sup>th</sup>  <i>(October 31<sup>st</sup>: Jordan’s tutorial: “Stop motion animation worksession”)</i>	<b>Lecture:</b> Motion Design Basics: Frame Rate and Animation  <b>Workshop:</b> stop motion animation  <b>Assignment Overview:</b> Mini Blog #5: stop motion animation	<b>Assignment:</b> Mini Blog # 5: stop motion animation  <b>Reading:</b> Layout Workbook: Profiles 180-232
8	November 4 <sup>th</sup>  <i>(November 7<sup>th</sup>: Jordan’s tutorial: “After Effects introduction”)</i>	<b>Assignment Overview:</b> Project 2: Motion Graphics  <b>Tutorial:</b> translating vector graphics from Illustrator to After Effects; using keyframing	<b>Reading:</b> Basic Principles of Animation and Motion Design: <a href="http://www.howdesign.com/web-design-resources-technology/12-basic-principles-animation-motion-design/">http://www.howdesign.com/web- design-resources-technology/12-basic- principles-animation-motion-design/</a>  <b>Video:</b> Rogge and Pot: “the Basics of Motion Design”: <a href="https://vimeo.com/7440725">https://vimeo.com/7440725</a>
9	November 11 <sup>th</sup>  <i>(November 14<sup>th</sup>: Jordan’s tutorial: “After Effects: keyframing and effects”)</i>	<b>Discussion:</b> How to write a project statement  <b>Assignment overview:</b> Mini-blog assignment #6  <b>Tutorial:</b> green screen workshop and keying	<b>Assignment:</b>  1) Mini Blog #6 (due <b>December 1<sup>st</sup></b> : upload onto Blog)  2) Project 2 (due <b>December 1<sup>st</sup> 6pm</b> : upload into Learn Dropbox and onto Blog)
10	November 18 <sup>th</sup>  <i>(November 21<sup>th</sup>: Jordan’s tutorial: “After Effects: worksession”)</i>	<b>Tutorial:</b> After Effects: shape layers and effects, character rigging  <b>Discussion</b> – Review of course, and final deliverables. Readings.  <b>Work class-</b> final meeting client/designer	↓

<b>Week</b>	<b>Date</b>	<b>Topic: in class</b>	<b>Readings and Assignments</b> (unless otherwise specified Assignments and Readings are due for the following class)
<b>11</b>	November 25 <sup>th</sup>  <i>November 28<sup>th</sup>: Jordan's tutorial: "After Effects: worksession")</i>	<b>Work session</b>	↓
<b>12</b>	December 2 <sup>nd</sup>	<b>Final Class: Project Showcase</b>	<b>Reminder:</b>  Mini Blog #6 (due <b>December 1<sup>st</sup></b> : upload onto Blog) and Project 2 (due <b>December 1<sup>st</sup> 6pm</b> : upload into Learn Dropbox and onto Blog)

(Please note that the timing of some delivery components are subject to change. All changes will be discussed in class and documented.)

## **Project Submission and Class Policies:**

### **Backup Your Work**

It is **strongly** 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. (In my personal experience, at least two laptops die each term, causing the student to loose course work and project assets. Don't let this be you!!!! Back-up your work!!!!)

### **Submission of work**

Follow the directives provided on your project and mini blog outlines. Submit your files in the format and with the name specified. When in doubt label all files: GBDA101\_firstname\_lastname\_project#

i>Clicker and REEF polling will not be utilized in GBDA 101 at this time.

### **Christie Micro-Tile Wall**

The projects and some of the Mini Blog assignments will end up being presented on the Christie Micro-Tile Wall. Because of this, Christie can be seen as the corporate sponsor (along with Canadian Digital Media Network and the Government of Canada: Network of Centres of Excellence). Everything that



goes up on the wall is a reflection of these secondary interests. Thus, there are some restrictions on the content that can go up onto the wall and hence be included in your projects:

- ▶ No depiction of drug use and/or drinking
- ▶ No depiction of gratuitous violence, unlawful acts and/or use of restricted objects such as firearms and/or ammunition
- ▶ No pornographic imagery
- ▶ Avoid use of Religiously *motivated* subject matter (note: this does **not** include items of clothing or symbols worn by subjects or objects that appear in the films or imagery. These incidental occurrences are not an issue.)
- ▶ No sexist, racist, homophobic, or other hate-driven content

### **Attendance Policy**

Attendance is Mandatory.

### **Late Work**

Assignments submitted late without approved extensions will be subject to late penalties of 5% for the first 24 hours that the work is late and 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**

Deadlines for projects in this course are generally set the **day before** class at 6pm. This is to discourage students pulling an all-nighter the day before class and/or missing class all together. It also avoids students working on projects last minute during class. It also focusses attention on time management skills. This buffer time will also allow the instructor to upload and compile the files for presentation purposes during class.

Assignments are due by the date given in the schedule at the time of day specified—pay close attention to these dates and times as they are not all the same and are assignment specific. 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

## **Grievances and University Policies:**

**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. See the UWaterloo Academic Integrity webpage and the Arts Academic Integrity webpage for more information.

**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. For typical penalties check Guidelines for the Assessment of Penalties.

**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. 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.

## Accommodation for Students with Disabilities

**Note for students with disabilities:** The AccessAbility Services office, located on the first floor of the Needles Hall extension (1401), 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.

## UW fall 2016 : Important Dates:

### Important dates for the upcoming term

#### Event

Lectures begin:

Last day to add a class:

Last day to drop, no penalty:

*UW holiday (Thanksgiving):*

*Study Days*

Make-up day (for Oct 11)

Make-up day (for Oct 12)

**Last day to drop, receive a WD:**

Lectures end:

Last day to drop, receive a WF:

Grades due, if no final exam:

#### Date

Thursday, September 8

Wednesday, September 21

Wednesday, September 28

*Monday, October 10*

*October 11-12*

**Thursday, October 13 (Tuesday  
schedule will be followed)**

**Friday, October 14 (Wednesday  
schedule will be followed)**

Friday, November 18

Monday, December 5

Wednesday, December 7

Thursday, December 22