University of Waterloo: Stratford Campus
GBDA 101
Digital Media Design and Production
Fall Term 1, 2017
Fridays: 9:00 AM – 11:50 PM (Section 001), 1:00 PM – 3:50 PM (Section 002)
Class Room RM 2022 and Mac Lab RM 2129

Instructor: Terry O'Neill
Office Phone: 23011
Office hours: ECH RM 1215: Tuesday 6:30 PM – 9:30PM (please make an appointment)
Email: toneill@uwaterloo.ca
Teaching Assistants: Emily Anne Hunt eahunt@edu.uwaterloo.ca and Daniel Ruginets
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Lab Tutors: Annaka Willemsen awillemsen@uwaterloo.ca and Greg McIntyre
greg.mcintyre@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.

Instructor's comments
My commitment to teaching design focuses on developing a personal strategy with tactics
for tackling a design project. In other words, I'm going to teach you how to take a project
from brief to delivery. By the end of the course you will know: how and where to begin a
project; strategies for proofing and workshopping; and how to deliver a knockout design
on time. The second focus of the course is craft. You're going to learn tips, tricks and
techniques that raise your *production quality game.* Finally, we're going to work hard, be
nice to others, and make cool stuff.

Course Goals and Learning Outcomes
This course will be directed towards design-focused 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 Text
- *Design Elements: A Graphic Style Manual* by Tim Samara. Rockport Publishers. ISBN 978-1-59253-927-7.

The textbook will be an indispensible guide for the first half of the course. Specific chapters will be assigned weekly via LEARN. The textbook is available in the campus bookstore.

Media Available on LEARN
On-going, supplementary readings to the course text will be posted on LEARN in digital form or as links to on-line resources.

Outside Tutorials
This course will utilize a cross-section of design software applications included in the Adobe Creative Suite. While the use of these programs will be covered during lectures and labs, in-class time restraints prevent comprehensive software lessons. While not mandatory, students are expected to attend the technical tutorials given by Annaka Willemsen and Greg McIntyre Wednesdays from 3:30pm-5:20pm in AL 113.

Course Requirements and Assessment
GBDA 101 is a project-based class. There are no term papers or examinations in this course; therefore attendance is mandatory to be successful in the course.

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 expected to put in an additional 8 – 10 hours per week outside of class for learning programs, reading, and completing projects.

GBDA 101 is broken down into two major projects and a series of Mini-Blog assignments.

Assessment	Date of Evaluation	Weighting
Project 1: Peer Branding—Poster	Uploaded to Learn 6pm Oct 19	30%
Project 2: Peer Branding—Motion Graphic	Uploaded to Learn 6pm Nov 30	35%
Mini-Blog Assignments	Ongoing	30%
Effort and Participation	Ongoing	5%
Total		100%

Project 1—Peer Branded Poster

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

Project 2—Peer Branded Motion Graphic
Using the brand portfolio created in Project 1 as a starting point, you will be creating a branded motion graphic package for your client.

Mini-blog Assignments
Every student will create a blog on Tumblr or a blog site of their choosing. You must give your instructor this address by September 14th by uploading it to LEARN>connect>discussions>blog URL.

All of your mini-blog assignments will be posted to this blog. 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.

Mini-Blog Schedule
Mini Blog #1: Street and Studio photography portfolio. Due: September 22nd for class.
Mini Blog #2: Personal branding strategy. Due: September 22nd for class.
Mini Blog #3: Styleboard. Due: September 29th for class.
Mini Blog #4: Poster Sketch. Due: October 6th for class.
Mini Blog #5: Animated GIF. Due: November 3rd for class.
Mini Blog #6: Storyboard. Due: November 17th for class.

The Mini-Blogs are designed to help you develop skills and tactics and as step-by-step support for the big projects. The goal of the mini-blog assignments is to learn technical, and creative problem solving skills. Your grade will be based on whether or not you satisfy all of the components of each task, your technical acuity, and commitment demonstrated.

NOTE: Project and Mini-blog instructions will be made available on an ongoing basis in class–attendance is mandatory. Mini-blog assignment overviews will not be repeated.

COURSE OUTLINE*
*Detailed week-by-week readings, assignments, and full content will be posted to LEARN. Students are expected to check LEARN frequently.

Week	Date	Topic	Readings & Assignments
1	Sep 8 *Sep 13 Outside Tutorial Academic info session*	Introduction to class: Syllabus review. Lecture: Street vs. Studio Photography basics. Tutorial: DSLR 101, Studio vs. Street photography demo. Assignment Overview: Mini-Blog 1	Reading: *Design Elements Intro "What is Graphic Design?"* More Homework and Readings to be posted to LEARN.

Week	Date	Topic	Readings & Assignments
2	Sep 15	Lecture: Visual Design Basics	Reading: *Design Elements Ch. 1 "Form and Space"*
	Sep 20 Outside Tutorial Photoshop II	Tutorial: Photoshop Part 1—RAW image processing. Assignment Overview: Project 1, Mini-Blog 2.	More Homework and Readings to be posted to LEARN.
3	Sep 22	Lecture: Where do ideas come from?	**Mini-Blog 1 & 2 due.**
	Sep 27 Outside Tutorial Photoshop II	Tutorial: Photoshop Part 2—Photo retouching. Client interviews. Assignment Overview: Mini-Blog 3.	Reading: *Design Elements Ch. 2 "Color Fundamentals"* More Homework and Readings to be posted to LEARN.
4	Sep 29	Lecture: Colour & Composition.	**Mini-Blog 3 due.**
	Oct 4 Outside Tutorial Illustrator I	Tutorial: Illustrator I—the basics. Assignment Overview: Mini-Blog 4.	Reading: *Design Elements Ch. 3 "Choosing and Using Type"* More Homework and Readings to be posted to LEARN.
5	Oct 6	Lecture: Typography.	**Mini-Blog 4 due.**
	Oct 18 *Outside Tutorial Illustrator II*	Tutorial: Typography in Photoshop & Illustrator.	Reading: *Design Elements Ch. 5 "Putting it all Together"*
6	Oct 20	Critique: Group Project 1 Review.	**Project 1 due** (uploaded to LEARN by 6pm on Oct 19)
	Oct 25 *Outside Tutorial After Effects I*		
7	Oct 27	Lecture: Motion Graphics Basics.	Homework and Readings to be posted to LEARN.
	Nov 01 Outside Tutorial After Effects II	Tutorial: Making an animated GIF in AI & PS. Assignment Overview: Project 2 and Mini-Blog 5.	

Week	Date	Topic	Readings & Assignments
8	Nov 3	Lecture: Preproduction—from Style Board to Storyboard.	**Mini-Blog 5 due.**
	Nov 8 Outside Tutorial After Effects III	Tutorial: Motion Graphic Toolkit—cinematography, composition, editing. After Effects I—Workflow Assignment overview: Mini-Blog 6	Homework and Readings to be posted to LEARN.
9	Nov 10	Lecture: Storytelling & Branding with motion.	Homework and Readings to be posted to LEARN.
	Nov 15 Outside Tutorial After Effects IV	Tutorial: After Effects II—Animation craft & technique. Assignment overview: Mini-Blog 6	
10	Nov 17	Lecture: Production—Animation workflow, craft & technique.	**Mini-Blog 6 due.**
	Nov 22 *Outside Tutorial After Effects V*	Tutorial: After Effects III—Working with shapes and expressions. Assignment overview: Mini-Blog 6	No Readings, production time.
11	Nov 24	No Lecture, work period only. Tutorial: After Effects IV—Colour grading, effects, and output. Work Period: Mandatory in-class project review.	No Readings, production time.
	Nov 29 Outside Tutorial Work Period		
12	Dec 1	Critique: Group Project 1 Review.	**Project 2 due** (uploaded to LEARN by 6pm on Nov 30)

Project submission and class policies

Backup Your Work
It is expected that students backup their work frequently to external drives or cloud storage. Computers suffer failures all the time and students should be prepared: investing in a USB thumb drive or Dropbox account is always a good idea when working in a class that makes use of digital equipment. Computer failure or file loss is NOT a valid reason for an extension. Work smart—protect the time you are investing by backing up your work.

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. Students will be required to work on their projects both in and outside of class times.

LEARN Access
This class with use LEARN as the primary communication tool—reminders, updates, readings and notes will be posted often. Students are expected to check LEARN frequently.

Please Note: This is a friendly reminder that you won't gain access to the online learning systems (LEARN) until your Registered Status on Quest for the Fall 2017 term is "Fees Arranged." Visit the Finance - Student Accounts website to find out how to become "Fees Arranged" for the term. If you submitted a payment or Promissory Note more than three days ago and you're not yet "Fees Arranged", please contact Student Accounts immediately to investigate: 519-888-4567 extension 38466, sfaccnts@uwaterloo.ca Room 1110, Needles Hall, between 8:30 & 4:30 weekdays.

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#

Evaluation
Projects will be based on the following criteria:

> **Craft and Technique:**
> Does your assignment demonstrate control over craft and technique?
> How have you manipulated the tools to your advantage?
> Is there evidence of comprehension with regards to tools, technique and process?
>
> **Elements of Design and Form:**
> Does your assignment consider the elements of design (line, shape, pattern, texture, colour, and value)?
> Have you considered the principles of composition? How does form relate to concept?
>
> **Experimentation:**
> Does your assignment demonstrate a willingness to experiment and take risks?
> Is there an aspect of innovation in terms of your approach?
>
> **Authenticity:**
> Does your design match the branding message?

What does my grade mean?
A (80-100): This grade indicates exceptional work that, to varying degrees, demonstrates a thorough understanding of the issues presented in class. The work demonstrates a deep involvement on the part of the student, and could stand on it's own aesthetic terms outside of the context of a school assignment. Excellent work.
B (70-79): This grade indicates notable work that, to varying degrees, shows that the student has understood the topic and has made every effort to fulfill the requirements of the assignment to the best of his or her ability. Good work.

C (60- 69): This grade indicates, to varying degrees, satisfactory work. The work may be successful on one level, but it fails on another. Furthermore, the work may reflect a good deal of effort, but it does not adequately address the topic at hand. Acceptable work.
D (50-59): This grade indicates, to varying degrees, barely adequate work. The work displays minimal effort and commitment on the part of the student and does not convey a sufficient understanding of the topic at hand. Poor work.
F (33-49): This grade indicates, to varying degrees, totally insufficient or incomplete work. Failure.

Attendance Policy
Attendance for weekly lectures is mandatory.

Participation (accounts for 5% of the final mark):
This mark is based on the following: preparedness and work ethic during class (please arrive on time), listening to instruction/demonstrations, taking an active role during critiques and class discussions, and studio etiquette, which includes working cooperatively in studio, demonstrating health and safety awareness and practices, and cleaning up. Attendance is mandatory and is recorded regularly.

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. This buffer time will also allow the instructor to upload and compile the files for presentation purposes during class.

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).

Classroom Protocol
Attendance is mandatory.
Classes begin promptly.
Information will not be repeated to latecomers during class.
Cell phones and texting will not be tolerated in class.
Students must leave the lab in a clean and orderly condition for other users.
The instructor will communicate regularly with students via email: the account designated by the Registrar's office as being your preferred email address. If in question, please contact the Registrar's Office to confirm it.

Information on Plagiarism Detection
Plagiarism & 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.

Institutional-required statements for undergraduate course outlines approved by Senate Undergraduate Council, April 14, 2009
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 -

<u>Student Petitions and Grievances</u>, 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 <u>Policy 72 - Student Appeals</u>.

Accommodation for Students with Disabilities
Note for students with disabilities: The <u>AccessAbility Services</u> 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.

Mental Health Support
All of us need a support system. The faculty and staff in Arts encourage students to seek out mental health supports if they are needed.

On Campus
Counselling Services: <u>counselling.services@uwaterloo.ca</u> / 519-888-4567 ext. 32655
<u>MATES</u>: one-to-one peer support program offered by Federation of Students (FEDS) and Counselling Services
Health Services Emergency service: located across the creek form Student Life Centre

Off Campus, 24/7
<u>Good2Talk</u>: Free confidential help line for post-secondary students. Phone: 1-866-925-5454
Grand River Hospital: Emergency care for mental health crisis. Phone: 519-749-433 ext. 6880
<u>Here 24/7</u>: Mental Health and Crisis Service Team. Phone: 1-844-437-3247
<u>OK2BME</u>: set of support services for lesbian, gay, bisexual, transgender or questioning teens in Waterloo. Phone: 519-884-0000 extension 213
Full details can be found online at the Faculty of ARTS <u>website</u>
Download <u>UWaterloo and regional mental health resources (PDF)</u>
Download the <u>WatSafe app</u> to your phone to quickly access mental health support information

Important dates for the upcoming term

Event	Date
Lectures begin:	Friday, September 8th.
Last day to add a class:	Wednesday, September 20
Last day to drop, no penalty:	Wednesday, September 27
UW holiday (Thanksgiving):	Monday, October 9
Study Days:	October 10-11
Last day to drop, receive a WD:	Monday, November 20
Lectures end:	Monday, December 4
Last day to drop, receive a WF:	Wednesday, December 6

Event	Date
Lectures begin:	Friday, September 8th.
Grades due:	Thursday, December 21

See also: Quest important dates listing for 2017-18

Religious holidays to be accommodated if requested

Requests for accommodation based on religious holidays must be submitted to the student's instructor(s) as soon as the conflict becomes apparent; in any case, no later than one week following the publication of the final exam schedule. Any unresolved disputes between instructors and students regarding the legitimacy of extenuating circumstances or the suitability of accommodations will be decided by the Associate Dean – Undergraduate Students.

Dates	Religious holiday
Thursday, September 21 Friday, September 22	Rosh Hashanah (Jewish)
Saturday, September 30	Yom Kippur (Jewish) Ashura (Islam)
Thursday, October 19	Diwali (Sikh, Hindu)
Saturday, November 4	Guru Nanak's Birthday (Sikh)
Wednesday, December 13	Aga Khan's Birthday (Islam Ismaili)

*tentative: the actual timing of Muslim events is subject to the sighting of the moon immediately before.

Territorial Acknowledgement

We acknowledge that we are living and working on the traditional territory of the Attawandaron (also known as Neutral), Anishinaabe and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes six miles on each side of the Grand River.