University of Waterloo: Stratford Campus
GBDA 101
Digital Media Design and Production
Fall Term 1, 2017
9AM-12PM Fridays, DMS2024

Instructor: Greg J. Smith
Office: Stratford Campus RM 2018,
Office Phone: 23011
Office Hours: Skype/video chat by appointment
Email: TBD
Extra information on contacting the instructor.

T.A.	Justin Seto
Email	TBD
Office	T.A. 1 Office
Office Hours	T.A. 1 Hours

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. work in a client/designer relationship
D. be self-sufficient and proactive when it comes to finding solutions for technical problems

E. be proficient in expressing design concepts and ideas, both verbally and in written form
F. develop creative thinking skills and learn to work iteratively

Required Text

- *Design Elements: A Graphic Style Manual, Second Edition (ISBN 978-1-59253-927-7)*

Design Elements will be a foundational text within GBDA101, it will be indispensable for the first half of the course and many of its chapter topics have 1:1 correlations to weekly lecture topics in September and early October. Beyond addressing core concepts it contains many examples which will prove useful when developing design concepts for the assignments.

Media Available on LEARN or online

- "Greg Hahn + Ryan Moore interview," on Design Matters with Debbie Millman
  https://soundcloud.com/designmatters/greg-hahn-ryan-moore
- The Medium is the Massage (exceprts) by Marshall McLuhan & Quentin Fiore
  ISBN 1-888863-02-X
- Matthew Carter, "My life in typefaces" TED Talk
  https://www.ted.com/talks/matthew_carter_my_life_in_typefaces
- "Computers and Design" in Digital Design Theory p.64–71 ISBN 978-1-61689-308-8
- Rogge and Pot, "The Basics of Motion Design" https://vimeo.com/7440725
- Required text 4
- Required text 5

Course Requirements and Assessment

GBDA101 is broken into two major assignments and a series of Mini-blog assignments.

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

Project 1—Peer Branding Poster

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—Peer Branding Motion Grahpic

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 Asignments

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. Make sure you post an active link.

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.

Mini-blog Schedule

- Mini-blog 1: Photo Portfolio—due Sep 22 (see mini-blog1.pdf)
- Mini-blog 2: Personal Branding Philosophy—due Sep 22 (see mini-blog2.pdf)
- Mini-blog 3: Style Boards—Sep 29 (see mini-blog3.pdf)
- Mini-blog 4: Poster Sketch—due Oct 6 (see mini-blog4.pdf)
- Mini-blog 5: Animated GIF—due Nov 3 (see mini-blog5.pdf)
- Mini-blog 6: Storyboards—due Nov 10 (see mini-blog6.pdf)

The goal of the Mini-blog assignments is to help you build skills while doing simple/low-pressure exercises. 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 here is to learn technical and creative problem solving skills to apply elsewhere and also commit to some deadlines to get the projects underway in advance of their deadlines.

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.

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

Week	Date	Topic	Readings and Assignments
1	Sep 8	Introduction to class: Syllabus and equipment room policies Lecture: Photography basics Tutorial: DSLR 101 Assignment Overview: Mini-blog 1	
2	Sep 15 *Sep 18 Photoshop I*	Lecture: Visual Design Basics Tutorial: Photoshop—image correction & improvement 101 Assignment Overview: Project 1, Mini-blog 2	*Reading: Design Elements Intro "What is Graphic Design?"* Podcast: Greg Hahn + Ryan Moore interview, Design Matters with Debbie Millman
3	Sep 22 *Sep 25 Photoshop II*	Lecture: Composition Tutotorial: Illustrator—Interface tour, the pen tool, working with layers Assignment Overview: Mini-blog 3	**Mini-blog 1 & 2 due** *Reading: Design Elements Ch 1 "Form and Space"* *"The Medium is the Massage" (excerpt)*
4	Sep 29 *Oct 3 Illustrator I*	Lecture: Colour Tutorial: Illustrator—Adapting photographic material and patterns Assignment Overview: Mini-blog 4	**Mini-blog 3 due** *Reading: Design Elements Ch 2 "Color Fundamentals"*
5	Oct 6 *Oct 16 Illustrator II*	Lecture: Typography Tutorial: Illustator—Type and layout	**Mini-blog 4 due** *Reading: Design Elements Ch 3 "Choosing and Using Type" & Ch 5 "Putting it all Together"* *Video: Matthew Carter, "My life in typefaces"*

Week	Date	Topic	Readings and Assignments
6	Oct 20 *Oct 23* *After Effects I*	Crit: Project 1 Review	Project 1 due (uploaded to Learn Dropbox and Blog by 6pm on Oct 19)
7	Oct 27 *Oct 30* *After Effects II*	Lecture: Motion Design Basics Tutorial: Making an animated GIF in Illustrator/Photoshop Assignment Overview: Project 2, Mini-blog 5	*Video:* *Video: Rogge and Pot: "The Basics of Motion Design"* *Reading:* *Digital Design Theory "Computers and Design" p.64–71*
8	Nov 3 *Nov 6* *After Effects III*	Lecture: From Style Board to Storyboard. Tutorial: Filmmaking toolkit— cinematography, editing, composition Assignment Overview: Mini-blog 6	**Mini-blog 5 due**
9	Nov 10 *Nov 13* *After Effects IV*	Lecture: Storytelling and Branding Tutorial: After Effects I—Workflow options, interface tour, basic animation Assignment Overview: Mini-blog 6	
10	Nov 17 *Nov 20* *After Effects V*	Tutorial: After Effects IIII—Colour grading, effects and output in AE	**Mini-blog 6 due**
11	Nov 24	Lecture: TBD Tutorial: TBD	
12	Dec 1	Crit: Project 2 Review	Project 2 due (uploaded to Learn Dropbox and Blog by 6pm on Nov 30)

Project Submission and Class Policies

Backup Your Work

It is <u>expected</u> that students backup their work frequently and to an external device and/or cloud storage account (e.g. Dropbox, Google Drive, etc.). 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.

Attendance Policy

Attendance for weekly lectures is mandatory. Attendance for outside tutorials is not technically mandatory but <u>emphatically</u> recommended—learning several pieces of software in a semester requires dedication at the outside tutorials are a very smart investment of your time given they will help you work faster.

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#

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.

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 unless otherwise stated (Mini-blogs are due for the start of class). 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 will only be granted 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).

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 community 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 (https://uwaterloo.ca/secretariat-general-counsel/policies-procedures-guidelines/guidelines/guidelines-assessment-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 ([https://uwaterloo.ca/secretariat-general-counsel/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 (https://uwaterloo.ca/secretariat-general-counsel/policies-procedures-guidelines/policy-72).

Note for Students with Disabilities

The AccessAbility Services office, located on the first floor of the Needles Hall extension (NH 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.