Stratford School of Interaction Design and Business at the University of Waterloo
GBDA 101-001
Introduction to Digital Media Design (PRJ-Project)
Winter, 2019
Fridays: 9:00 AM – 11:50 PM (Section 001) Class Number 8313, 1:00 PM – 3:50 PM (Section 004) Class Number 8316
Class Room RM DMS 2022

Instructor and T.A. Information

Instructor: Terry O'Neill
Office: ECH 1213
Office Phone: 416-722-8205
Office Hours: Wednesdays 6-9pm Please make an appointment beforehand.
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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. Using design thinking, students will develop creative projects that integrate 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 a branding and design perspective.

Instructor's Comments

My commitment to teaching design focuses on developing a personal strategy and 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. The third focus is storytelling, we will explore theories of story structure and how they can be applied to your designs to make them sticky. 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 branding architecture, design-based workflow, client/designer relationships, visual communication strategies, as well as, conceptual, contextual, and aesthetic principles of working in the field of design.

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

A. Use industry-standard digitals tool to create content for print and screen.
   - Students will learn the basics of the Adobe Creative Suite including Photoshop, Illustrator and After Effects.
   - Each class will feature technical exercises and tutorials.

B. Understand the fundamentals of graphic design.
   - We will explore the history of graphic design.
   - Explore the state of the art in graphic design
   - Explore the theories of contemporary graphic design.
   - Learn the fundamental techniques of graphic design such as kerning, composition, sketching, colour, and style.
   - The course will explore the use of and meaning of symbols in the creation of a logo.

C. Develop a strategy to take a project from brief to completion.
   - We will use the theory and tactics of storytelling to translate ideas into visual designs.
   - Students will hone their visual literacy in order to develop a personal style.

D. Communicate complex ideas visually, verbally, and in written form.
   - Students will work in a client/designer role for the term in order to understand the dynamic and needs of both sides of the process.
   - Learn how to write and read a client brief.
   - In-class critiques will teach the student how to give and receive positive, constructive feedback.

Required Text
There is no required textbook.

Readings Available on LEARN
Each week required readings will be posted in advance to LEARN.

Supplementary Labs
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 strongly encouraged to attend the technical tutorials given by Annaka Willemsen and Greg McIntyre. The supplementary labs will take place on Fridays 10:00am – 11:30am in Room 3022 and again at 1:30pm -3:00pm in Room 3022.

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 three major projects plus a series of exercises that contribute directly to the major projects. You will be paired up with another student for the duration of the term and both will assume the role of Client and Designer. As Designer you will be creating a portfolio of banded elements for your client. In the role of Client you will be providing the brief, plus give constructive feedback to your designer.

Assessment	Date of Evaluation	Weighting
Project 1: Peer Branded Poster	08/02/19	30%
Project 2: Peer Branded Logo	01/03/19	15%
Project 3: Peer Branded Motion Graphic	05/04/19	30%
Exercises	On-Going	15%
Effort and Participation	On-going	10%
Total		100%

Project 1: Peer Branded Poster

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

Project 2: Peer Branded Logo

Using the brand portfolio created in Project 1 as a starting point, you will be creating a branded logo package for your client.

Project 3: Peer Branded Motion Graphic

Using the brand portfolio developed in Project 1 and 2, you will be creating a branded motion graphic package for your client.

Exercises:

Each exercise is designed to aid the student in the completion of the primary projects.

Exercise 1: Street and Studio photography portfolio. Due 25/01/19

Exercise 2: Personal Branding Brief. Due 25/01/19

Exercise 3: Branding research, inspiration package and preliminary sketches. Due 01/02/19

Exercise 4: Storyboards. Due 15/03/19

Exercise 5: Animatic. Due 29/03/19

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 Due
1	11/01/19	Introduction to class: Syllabus review.	Readings will be posted to LEARN each week.

Week	Date	Topic	Readings Due
		Lecture: Street vs. Studio Photography basics. Tutorial: DSLR 101, Studio vs. Street photography demo. Assignment Overview: Exercise 1	
2	18/01/19	Lecture: Visual Design Basics & how to write a client brief. Tutorial: Photoshop 1—RAW image processing. Assignment Overview: Project 1 and Exercise 2.	Readings will be posted to LEARN each week.
3	25/01/19	Lecture: Where do ideas come from? Tutorial: Photoshop 2—Photo retouching. Client/Designer interviews. Assignment Overview: Exercise 3. Exercises 1 & 2 due.	Readings will be posted to LEARN each week.
4	01/02/19	Lecture: Colour, Composition & Typography. Tutorial: Illustrator I—the basics. Exercise 3 due.	Readings will be posted to LEARN each week.
5	08/02/19	Critique: Group Project 1 Review.	Readings will be posted to LEARN each week.
6	15/02/19	Lecture: Symbols and Meaning in Logos. Tutorial: Illustrator 2. Assignment Overview: Project 2	Readings will be posted to LEARN each week.
7	01/03/19	Lecture: Motion Graphics Basics Tutorial: After Effects 1 Assignment Overview: Project 3 Project 2 due.	Readings will be posted to LEARN each week.
8	08/03/19	Lecture: Preproduction—from Style Board to Storyboard. Tutorial: Motion Graphic Toolkit— cinematography, composition, editing. Assignment overview: Exercise 4	Readings will be posted to LEARN each week.
9	15/03/19	Lecture: Storytelling & Branding with motion. Tutorial: After Effects 2—Animation craft & technique. Assignment overview: Exercise 5. Exercise 4 due.	Readings will be posted to LEARN each week.
10	22/03/19	Lecture: Production—Animation workflow, craft & technique. Tutorial: After Effects 3—Working with shapes and expressions.	Readings will be posted to LEARN each week.
11	29/03/19	No Lecture, work period only.	No Readings

Week	Date	Topic	Readings Due
		Tutorial: After Effects 4—Colour grading, effects, and output. Work Period: In-class exercise 5 review. Exercise 5 due.	
12	05/04/19	Project 3 due. Final Critique.	No Readings

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.

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 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.

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:
As a studio-based course all work submitted for evaluation must be your own, made from scratch. Using templates, stock sources, or any online imagery is not permitted. If the submitted work is determined not to be your own, the Academic Discipline Procedure of Policy 71 will be invoked.

Electronic Device Policy

Texting or any non-work related activity will not be tolerated in class.

Attendance Policy

Attendance is mandatory. Classes begin promptly. If you are ill for any reason please let me know in advance and I will do my best to bring you up to speed. We all want you to succeed.

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 Office of 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. Check the Office of Academic Integrity for more information. 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.

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.

If Using Turnitin in your Course

Turnitin.com: Text matching software (Turnitin®) will be used to screen assignments in this course. This is being done to verify that use of all material and sources in assignments is documented. Students will be given an option if they do not want to have their assignment screened by Turnitin®. In the first week of the term, details will be provided about arrangements and alternatives for the use of Turnitin® in this course.

Note: students must be given a reasonable option if they do not want to have their assignment screened by Turnitin ®. See guidelines for instructors for more information.

Faculty of Arts-required statements for undergraduate course outlines

Cross-listed Course (if applicable)

Please note that a cross-listed course will count in all respective averages no matter under which rubric it has been taken. For example, a PHIL/PSCI cross-list will count in a Philosophy major average, even if the course was taken under the Political Science rubric.

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: counselling.services@uwaterloo.ca / 519-888-4567 ext. 32655

MATES: 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

Good2Talk: 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

Here 24/7: Mental Health and Crisis Service Team. Phone: 1-844-437-3247

OK2BME: 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 website

Download UWaterloo and regional mental health resources (PDF)

Download the WatSafe app to your phone to quickly access mental health support information

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.

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.