

GBDA 101
Introduction to
Digital Media Design

Winter Term 2020

University of Waterloo,
Stratford School of Interaction
Design and Business
University of Waterloo

Amended Syllabus

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, poster design, sound, and the creation of an animated GIF. 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.

Contact

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Section 1 & 2

Instructor: Leah Zhang Kennedy

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Skills Workshop instructors:

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Greg McIntyre, greg.mcintyre@uwaterloo.ca

Teaching Assistant:

Kalil Magtoto, kjsmagtoto@edu.uwaterloo.ca

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 digital tool to create content for print and screen.
 - Students will learn the basics of the Adobe Creative Suite including Photoshop, Illustrator

- 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.

Textbook

There is no required textbook.

Required Readings and Resources

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

Supplementary Tutorials

This course will utilize a cross-section of design software applications included in the Adobe Creative Suite. While some use of these programs will be covered during lectures, in-class time restraints prevent comprehensive software lessons. While not mandatory, students are strongly encouraged to attend the technical tutorials given by Jay Mielke and Greg McIntyre. The supplementary tutorials will take place on Fridays in Stratford.

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 four 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
Projects (best 3/4 projects)		80%
Project 1: Peer Branded Poster	Due Feb. 7	
Project 2: Peer Branded Visual Logo	Due Feb. 28	
Project 3: Peer Branded Sonic Logo	Due Apr. 3	
Project 4: Peer Branded Animated GIF	Due Apr. 3	
Exercises (x4, worth 2.5% each)	On-Going	10%
Attendance and Participation	On-Going	10%
Total		100%

Projects and Exercises

The total weight of projects in our course is 80% out of your final grade. All students will complete Project 1 and 2. Students have a choice to complete Project 3 OR/AND Project 4.

Option A: You can complete Project 3 OR Project 4, depending on your interest and skills.

Option B: You can complete both Project 3 and 4, in which case, your highest 3/4 project grade will count towards your final grade. This option might help to boost your grade if you did poorly on one of the projects.

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 Visual Logo

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

Project 3: Branded Sonic Logo

You will be creating a branded sonic logo for yourself or your client.

Project 4: Peer Branded Animated GIF

Using the brand portfolio developed so far, you will be creating a branded animated GIF 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. **Due Jan. 24**

Exercise 2: Personal Branding Brief. **Due Jan. 24**

Exercise 3: Branding Mood Board. **Due Jan. 31**

Exercise 4. Sound Scavenger Hunt. **Due Mar. 13**

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.

Submission of work

Follow the directives provided on your project outlines. Submit your files in the format and with the name specified. When in doubt label all files: **GBDA101_firstname_lastname_project**

Tentative Course Schedule

This is a tentative timeline. The content of the lectures and order may change based on class progress and interest. Detailed week-by-week readings, assignments, and full content will be posted to LEARN. **Students are expected to check LEARN frequently.**

Week	Topic	Assignments Overview and Due Dates
1 (Jan.10)	Class introduction Topic: Street vs. Studio photography basics	Overview: Exercise 1 (Street & Studio Photo)
2 (Jan. 17)	Topic: Introduction to graphic design & how to write a client brief	Overview: Project 1 (Poster) and Exercise 2 (Personal Branding Brief) Weekly Skills Workshops start
3 (Jan. 24)	Topic: Composition & colour	DUE: Exercise 1 (Street & Studio Photo) & Exercise 2 (Personal Branding Brief) Overview: Exercise 3
4 (Jan. 31)	Topic: Typography	DUE: Exercise 3 (Branding Mood Board)
5 (Feb. 7)	Critique of Project 1	DUE: Project 1 (Poster)
6 (Feb. 14)	Topic: Logos and branding	Overview: Project 2 (Visual Logo)
READING WEEK		
7 (Feb. 28)	SNOW DAY; NO CLASSES	DUE: Project 2 (Logo)
8 (Mar. 6)	Topic: Capturing and working with sound Critique of Project 2	Overview: Project 3 (Sonic Logo) & Exercise 4 (Sound Scavenger Hunt)
9 (Mar. 13)	Topic: Preproduction—from style board to storyboard	DUE: Exercise 4 (Sound Scavenger Hunt) Overview: Project 4 (Animated GIF)
CLASSES SUSPENDED WEEK OF MAR. 20		
11 (Mar. 27)	Topic: Production—Animation workflow, craft & technique (ONLINE)	
12 (Apr. 3)	Last day of class;	DUE: Project 3 (Sonic Logo) DUE: Project 4 (Animated GIF)

LEARN Access

This class will 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, sfacnts@uwaterloo.ca Room 1110, Needles Hall, between 8:30 & 4:30 weekdays.

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 its 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. Students who are absent for more than 50% of classes during the semester will receive an automatic grade of F. If you are ill for any reason, please let the instructor know in advance, and we will do our best to bring you up to speed. We all want you to succeed.

Faculty of Arts statements for undergraduate course outlines

Cross-listed course (requirement for all Arts courses): 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.

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. Check the [Office of Academic Integrity website](#) for more information.

Discipline: A student is expected to know what constitutes academic integrity to avoid committing an academic offence, 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 instructor, academic advisor, or the undergraduate associate dean. For information on categories of offences 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](#).

Turnitin.com and alternatives: Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin in this course. It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit the alternate assignment.

Accommodation for Students with Disabilities:

Note for students with disabilities: [AccessAbility Services](#), located in Needles Hall, Room 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 [AccessAbility Services](#) at the beginning of each academic term.