Instructor Information
Instructor: Professor G. Stillar
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Email contact preferred

Course Description
This course emphasizes the pre-production fundamentals of multimedia design on a project basis. Working in small groups, students produce treatments, storyboards, and production plans for a variety of short video and animation projects. Students learn a theoretical vocabulary to analyze, critique, evaluate, and communicate about their projects. Focusing on the social nature of storytelling with digital video and animation, the course serves as a hands-on digital media lab where students acquire skills in using a variety of software and digital equipment.

Course Goals and Learning Outcomes
film production skills / pre- and post-production skills / project and client management / understanding and application of a theory of visual design / critical skills and methods for analysis / group and individual work / digital portfolio

Required Text
Bowen, Christopher and Roy Thompson. 2013. *Grammar of the Shot*. 3rd Edition. Focal Press. (print or e-text)

Course Conduct
GBDA 201places the bulk of your reading and research at the start of the course, with production and post-production being the focus in the second half. Students are expected to have readings completed for each week and come prepared to discuss, question, and comment on course materials.

Also, GBDA 201 has a very significant group-work component, so everyone is called upon to communicate fairly and effectively, and to fulfil their group-work roles and responsibilities. Film-making is a collaborative art and requires commitment and follow-through on everyone's part in order to be successful.

Course Requirements and Assessment

Assessment	Short Description	Due Date	%
Stills Assignment (Individual)	10 still images illustrating various shot types and shooting conditions	Oct 1	5
Production Plan (Group-work)	2-3 Page production plan for Profile Video	Oct 8	5
Profile Video (Group-work)	1:30 min. Profile Video	Oct 15	10
Midterm Exam (Individual)	In-class written, short answer exam on course materials to date	Oct 22	15
Synopsis (Group-work)	One-page synopsis of Narrative Video	Oct 22	5
Script (Group-work)	Properly-formatted script of Narrative Video	Oct 29	5
Storyboard (Group-work)	Drawn and scanned storyboard of Narrative Video	Oct 29	5
Narrative Video (Group-work)	5-8 min. Narrative Video	Nov 19	25
Narrative Video Analysis (Individual)	Annotated screen-cap analysis of 5 shots in your group's Narrative Video	Nov 26	20
Journals/Attendance (Individual)	Record of all contributions to group work	Nov 26	5
		TOTAL	100

Submissions

Video submissions will be made to a student-created Vimeo account (each group will create its own account)

All other submissions will be to designated D2L dropboxes at UW-LEARN.

Course Outline

Wk	Date	Topics	Required Actions	Assignments Due
1	Sept 10	Course Introduction DSLR Operation	Purchase Text	
2	Sept 17	DSLR Operation	Watch GBDA Vimeo Channel Videos Create Group Vimeo Account	
3	Sept 24	FCPX Shot Types and Composition	Watch Lynda.com FCPX Videos Watch GBDA Vimeo Channel Videos Complete Stills Assignment	
4	Oct 1	Grammar of the Shot Pre-Production (beats, production planning)	Grammar of the Shot (ch. 1-2) Watch StillMotion videos Complete Pre-Production Plan	Stills Assignment (5%)
5	Oct 8	Grammar of the Shot Pre-Production (synopsis, storyboard)	Grammar of the Shot (ch. 3-4) Complete Profile Video	Production Plan (Profile Video) (5%)
6	Oct 15	Grammar of the Shot Narrative Storytelling (scripts)	Grammar of the Shot (5-6) Prepare for Midterm Exam	Profile Video (10%)
7	Oct 22	Midterm Exam	review course readings to date Complete Script and Storyboard	Midterm Exam (15%) Synopsis (5%)
8	Oct 29	Analyzing Design	Begin production of Narrative Video	Script (5%) Storyboard (5%)
9	Nov 5	Post-Production – Editing Picture and Sound	production of Narrative Video	
10	Nov 12	Workshop	production of Narrative Video	
11	Nov 19	Workshop Narrative Video Preview	Complete Narrative Video Complete Narrative Video Analysis	Narrative Video (25%)
12	Nov 26	Screening		Narrative Video Analysis (20%) Journal (5%)

Late Work
Late or incomplete work accepted ONLY when arranged with Instructor permission granted BEFORE posted due date (i.e. the due dates in this syllabus). Medical certificate may be requested.

Electronic Device Policy
Electronic devices may be used ONLY when Instructor grants permission upon student request.

Attendance Policy
Attendance is mandatory. -1% for missed classes.

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 Integritity Webpage (https://uwaterloo.ca/academic-integrity/) and the Arts Academic Integrity Office Webpage
(http://arts.uwaterloo.ca/current-undergraduates/academic-responsibility) for more information.

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/policies-procedures-guidelines/policy-70). When in doubt please be certain to
contact the department's administrative assistant who will provide further assistance.

Discipline
A student is expected to know what constitutes academic integrity to avoid committing academic offenses and to take
responsibility for his/her actions. A student who is unsure whether an action constitutes an offense, or who needs help in
learning how to avoid offenses (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. For information on categories of
offenses and types of penalties, students should refer to Policy 71, Student Discipline
(http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm). For typical penalties check Guidelines for the Assessment of
Penalties (http://www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm).

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 (http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm).

Note for Students with Disabilities
The Office for Persons with Disabilities (OPD), located in Needles Hall, Room 1132, 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 OPD at the beginning of each academic term.