

**University of Waterloo**  
**Global Business and Digital Arts, Stratford Campus**  
**GBDA 201**

**Digital Media Project 1**

**Term 2, Fall 2014**

**9:00am - 11:50am or 1:00pm - 3:50pm, DMS 2129, 2024 or 2022**

**Instructor and T.A. Information**

Instructor: Jonathan Baltrusaitis

Office: TBD

Office Phone: TBD

Office Hours: TBD

Email: TBD

Extra information on contacting the instructor TBD

T.A.	TBD
Email	TBD
Office	TBD
Office Hours	TBD

**Course Description**

This course emphasizes the pre-production fundamentals of multimedia design. Working in small groups, students produce videos designed to effectively educate and influence a targeted audience. Student generated concepts are carried through treatment, storyboard and production plan stages before production begins. Through production and post-production the course serves as a hands-on digital media lab where students acquire skills in using a variety of digital equipment and software. Students also learn a theoretical vocabulary to analyze, critique, evaluate and communicate about their projects.

**Course Goals and Learning Outcomes**

A comprehensive set of video production skills / project and client management / understanding and application of a theory of visual design / critical skills and method for analysis / group and individual work / digital portfolio

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

- A. Design and plan the production of an effective digital video.
  - Create a 'pitch' document and subsequent production plan.
  - Create scrips and storyboards.
- B. Produce media elements for an effective digital video.

- Stage, light, and shoot video indoors or out, capture useful media that adheres to conventional visual grammar.
  - Record or create additional video and audio media to support the production.
- C. Absorb and respond to external input and criticism, self-criticism and analysis.
- Manage ‘client’ or external responses and late-production requests.
  - Adapt to and integrate ‘client’ or external responses and late-production requests.
- D. Post production and delivery of an effective digital video.
- Edit video elements together, add titles, animations, filters, audio and music.
  - Export and format for a variety of distribution channels.

### Required Text

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

### Course Requirements and Assessment

GBDA 201 places the bulk of your reading and research at the start of the course, with production and post-production being the focus of the second half. Students are expected to have completed reading or viewing of preparatory materials before class. Lectures will be participatory, and students are expected to discuss, question and comment on course materials.

GBDA 201 is heavily weighted to group work; this is by design, as it reflects the collaborative nature of professional media production. Therefore students are called upon to communicate fairly, respectfully and effectively. Every student must fulfil group-work roles and responsibilities.

Assessment	Date of Evaluation (if known)	Weighting
Stills Assignment	Sept 23	4%
Narrative Video Script & Storyboard	TBD	5%
Midterm Exam	Oct 21	15%
Documentary Treatment & Production Plan	TBD	10%
Narrative Video	TBD	15%
Documentary Video	Nov 18	30%
Documentary Video Critique	Nov 25	15%
Attendance, Work Journal & Peer Evaluation	Nov 25	6%
<b>Total</b>		<b>100%</b>

### **Stills Assignment**

(individual work) - A set of still images illustrating a variety of shot types and shooting conditions.

### **Narrative Video Script & Storyboard**

(group work) A properly formatted document to guide the production of a narrative video.

### **Midterm Exam**

(individual work) In-class written exam on course materials to date.

### **Documentary Treatment & Production Plan**

(group work) A properly formatted document to guide the production of a documentary or instructional video.

### **Narrative Video**

(group work) A short dramatic story told in conventional filmic language.

### **Documentary Video**

(group work) A short to medium length (3 to 15 minute) documentary or instructional video.

### **Documentary Video Critique**

(individual work) Analysis and constructive criticism of another group's documentary video.

### **Attendance, Work Journal & Peer Evaluation**

(individual work) Attendance, a journal detailing personal contributions to group projects, and peer evaluation of said journal.

### **Course Outline**

The required text "Grammar of the Shot" will constitute the majority of the readings. Additional readings may be added and supplied through LEARN.

<b>Week</b>	<b>Date</b>	<b>Topics/Activities</b>	<b>Prep &amp; Assignments Due</b>
1	Sept 9	Course Introduction, Introductory video analysis and criticism, Documentary Video assignment parameters, Group formation	
2	Sept 16	Visual Grammar, DSLR Operation, Stills Assignment, Workshop	Text chapters 1 & 2, DSLR instructional videos
3	Sept 23	Visual Grammar, Visual Communication Exercise (in class, group), Understanding Audience, Pre-Production (beats, production planning), Narrative Video assignment parameters	Text chapters 3 & 4, Stills Assignment due

Week	Date	Topics/Activities	Prep & Assignments Due
4	Sept 30	Editing Fundamentals, Pre-Production (synopsis, storyboard), Location Sound, workshop	Text chapters 5 & 6, Narrative Video Pitch due
5	Oct 7	Narrative Video production, workshop	Narrative Video script and storyboard complete
6	Oct 14	Narrative Video screening and critique, Effective Analysis and Criticism, Client Management	
7	Oct 21	Midterm Exam, Documentary Video workshop	
8	Oct 28	Documentary Production, Production Obstacles, workshop	Documentary Treatment and Production Plan complete
9	Nov 4	Documentary Post-Production, Editing, workshop	
10	Nov 11	Workshop - Documentary	
11	Nov 18	Screen Documentary roughcuts, Client Group critiques and change requests, workshop	Documentary Video roughcut
12	Nov 25	Finished Documentaries Screening	Documentary Video Delivery, Critique, Journal

### **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.

### **Information on Plagiarism Detection**

TBA

### **Electronic Device Policy**

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

### **Attendance Policy**

Attendance is mandatory. -1% from final grade 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 Integrity Webpage \(https://uwaterloo.ca/academic-integrity/\)](https://uwaterloo.ca/academic-integrity/) and the [Arts Academic Integrity Office Webpage \(http://arts.uwaterloo.ca/current-undergraduates/academic-responsibility\)](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 \(https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70\)](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 \(http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm\)](http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm). For typical penalties check [Guidelines for the Assessment of Penalties \(http://www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm\)](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 \(http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm\)](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.