

GBDA 201
Digital Media Project 1
Fall Term 2018
Section 001, 002, 003

Stratford School of Interaction
Design and Business
University of Waterloo

Syllabus
Section 001:
Class schedule: Tuesdays 9:00 am – 11:50 am
Room DMS 2024

Section 002:
Class schedule: Tuesdays 1:00 pm – 3:50 pm
Room DMS 2024

Section 003:
Class schedule: Tuesdays 1:00 pm – 3:50 pm
Room TBA

Contact

Course instructors

SECTIONS 001 and 002

Jonathan Baltrusaitis
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Campus, or DMS 2018
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Email: jbaltrus@uwaterloo.ca

SECTION 003

Jeffrey Thompson
Office: Meetings at Dana Porter Library on Main
Campus, or DMS 2018
Office Hours: by appointment (please email)
Email:

TAs

SECTION 001

TBD

SECTION 002

TBD

SECTION 003

TBD

Course Description

This course emphasizes the pre-production fundamentals of multimedia design on a project basis. Working in small groups (and individually), 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.

Two primary projects will be introduced, supported by supplementary learner exercises and process benchmarks. This course has a special focus on the production of culturally-situated digital media that bridge the spatial, the social and the artistic through projects that draw from the principles and production techniques covered in GBDA 101 (Digital Media Design & Production)

Course Goals and Learning Outcomes

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

- Develop creative projects using iterative design processes that reflect a critical understanding of digital media technologies, as evident in the production of creative content that draws from, but also moves beyond

conventional narrative structures. This will be achieved through brainstorming, mind mapping, research and storyboarding strategies.

- Utilize creative problem solving skills to overcome conceptual and production challenges at various stages of the production process, and to deliver effective critical feedback to help others overcome similar challenges.
- Expand existing technical knowledge of video production, audio recording and animation to produce narrative content using Adobe Premiere Pro and After Effects.
- Work both individually and as part of a creative team to deliver complex projects that leverage the interests, skill sets and experiences of the individual student and the group.

Textbook

There is no one definitive text for this course. Instead, you will be given reading assignments to complement course work, and in some cases, online articles and videos to watch in advance of and following our class discussions. This supplementary media will be assigned week by week.

UW LEARN

Please note that all information and other readings pertaining to this course will be posted to the course LEARN site. Please check the site regularly. It is the students' responsibility to remain informed about due dates, upcoming readings, assignments, tests, etc.

Project Descriptions

Project 1 - Instructional Video

Individual work project. Students will script, design, storyboard and produce a short educational video that will instruct or inform its audience. Focus will be on succinct communication and high production values in cinematography, editing, text/motion graphics and audio.

Project 2 - Documentary

Group project. Students will work in groups to conceive, research, pitch, plan and execute a short documentary on the subject of their choosing. Groups may choose to work with an industry partner to creating a documentary video that can serve as a promotional video. Production planning and methodology will be stressed along with high production values. Groups will screen an early cut of their documentary and integrate feedback to create a highly polished product.

Course Requirements and Assessment

Assessment	Date of Evaluation	Weight
Weekly exercises portfolio	TBD	10%
Project 1 treatment and production plan	TBD	5%
Project 1 - Instructional Video	TBD	35%
Project 2 treatment and production plan	TBD	5%
Project 2 - Documentary	TBD	35%

Project 2 Work Journal & Peer Evaluation	TBD	10%
Total		100%

Tentative Course Schedule

Week	Date	Topic	Assignments and Due Dates
1	Sep. 11	Introduction to Course Moving the Camera workshop File Management Introduction to Assignment 1	
2	Sep. 18	Editing 1 - Adobe Premiere Pro Exporting/Publishing Production Planning 1	
3	Sep. 25	Lighting Workshop Audio Workshop	Assignment 1 Production Plan
4	Oct. 2	Editing 2 Introduction to Assignment 2	
	Oct. 9	Fall Break	
5	Oct. 16	Set jobs and process Production Planning 2	Assignment 1 due
6	Oct. 23	Interviewing Client relations	
7	Oct. 30	Editing 3	
8	Nov. 6	Editing 4	
9	Nov. 13	Workshop	
10	Nov. 20	Assignment 2 Finecut screening	Assignment 2 finecut due
11	Nov. 27	Workshop	
12	Dec. 4	Assignment 2 Final	Assignment 2 due

The instructor reserves the right to modify elements of the course during the term. If a modification becomes necessary, reasonable notice and communication with the students will be given with explanation. It is the responsibility of the student to check his/her uWaterloo email and course website on LEARN daily during the term and to note any changes.

Late work

Unless a physician's note or suitable documentation is provided, 2% per business day will be taken off for a late assignment submission.

Electronic Device Policy

Students are expected to use classroom, lab, and project time productively. Student use of laptops, mobile

phones and tablets for any purpose other than approved coursework during classroom, lab, and project time is prohibited. This includes social media, instant messaging, personal correspondence and surfing for unrelated content. Mobile phones must be turned off and put away during class. Students shall not unduly interfere with the study, work or working environment of their peers.

Failure to comply with the Code of Professional Conduct will result in disciplinary measures befitting the infringement of this policy and in compliance with the appropriate University policy or policies.

Notes on Avoidance of Academic Offenses

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. Check www.uwaterloo.ca/academicintegrity 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, www.adm.uwaterloo.ca/infosec/Policies/policy70.htm. 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 (check www.uwaterloo.ca/academicintegrity) to avoid committing an academic offence, 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 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, www.adm.uwaterloo.ca/infosec/Policies/policy71.htm. For typical penalties check Guidelines for the Assessment of Penalties, 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) www.adm.uwaterloo.ca/infosec/Policies/policy72.htm

A 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, please register with the OPD at the beginning of each academic term.