

University of Waterloo
Stratford School of Interaction Design and Business
GBDA 201
Digital Media Project 1
Fall 2019
Tuesdays 9:00-11:50, and 1:30-4:20 DMS 1004

Instructor and T.A. Information

Instructor: Laura Fong

Office: DMS 2014

Office Phone: (519) 888-4880 x23002

Office Hours: By appointment or stop by my office

Email: lcfong@uwaterloo.ca

T.A. Jessica Phelps
Email jmphelps@edu.uwaterloo.ca

Course Description

This course emphasizes the pre-production fundamentals of multimedia design on a project basis. Working in small groups and individually, students produce storyboards and production plans for a variety of short multimedia 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

- A. Acquire and expand individual skills and technical knowledge of video production, audio recording and animation to produce narrative content using Adobe Audition(AU), Premiere Pro (PP) and After Effects (AE) through both practice and self-directed learning.
 - Weekly in-class exercises
 - Self-directed learning using Lynda.com
- B. Understand, formulate and apply effective pre-production skills: planning, research, storyboarding, and narrative construction through examination of traditional and historical storytelling methodology
 - Apply storyboarding and scriptwriting techniques to group and individual projects
 - Understand and apply plot diagramming and story structure
- C. Demonstrate a professional work ethic individually and in teams: positive and productive team communication, consistently meeting deadlines, delegate and employ multiple production roles, and establish a pre and post-production workflow
 - Work in individual roles withing groups in to achieve a final project
 - Formulate and schedule and plan for execution of project

- D. 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.
 - Create projects that challenge everyone in the group to learn new skills
 - Collaborate and execute ideas as a team
- E. Use critical thinking to assess the strengths and effectiveness of peer and personal projects, give constructive feedback to your group members and classmates in support of their success, and to self-reflect. assessing the strengths of one's team members to provide actionable and constructive criticism on projects
 - Measure the strengths and the shortcomings of your team and develop realistic projects
 - Develop useful critiques for your peers to encourage their success
- F. Reflectively evaluate one's own performance and examine skills that need improvement. Seek and actively listen to peer feedback, and incorporate into the next iteration creating your own work flow and work ethic.
 - Reflect on individual strengths and areas that need improvement
 - Evaluate individual performance in the group and ask for help if you need it
- G. Recognize and implement the benefits of media ethics, best practices, and professionalism.
 - Understand and apply the rules of copyright and Intellectual Property
 - Implement the professionalism rubric in group project

Required Text

There is no required text for this course. You will be given material each week on LEARN to complement course work; online articles, tutorials and videos to watch in advance of and following our class discussions. There will be assigned software instruction tutorials on Lynda.com.

Course Requirements and Assessment

Assessment	Date of Evaluation (if known)	Weighting
1.Instructional Video	Prod. Plan Sept 24 Draft Oct 8 Final Oct 27 PR/Ref. Oct 29	15%
2.Group Documentary Project	Prod. Plan Oct 1 Draft/PR Nov 12 Final Dec 1 Reflection Dec 3	25%
3.InClass Assignments	Ongoing	25%
4.Quizzes	Quiz 1 Oct 8 Quiz 2 Nov 26	25%
5.Attendance & Participation	ongoing	10%
Total		100%

1. Instructional Video 15%

Individual project. Students will script, storyboard and produce a short educational video that will instruct or inform its audience. 60 seconds in Length.

Due in four parts:

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| 1. Production Plan | DUE September 24 |
| 2. Draft | DUE October 8 |
| 3. Final | DUE October 27 |
| 4. Peer Review and Reflection | DUE October 29 |

2. Group Documentary Project 25%

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.

Due in four parts:

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|--------------------------|-----------------|
| 1. Production Plan | DUE October 1 |
| 2. Draft and Peer Review | DUE November 12 |
| 3. Final | DUE December 1 |
| 4. Reflection | DUE December 3 |

3. In-Class Assignments 25%

You will complete a series of in-class assignments that will be due at the end of the class period and graded.

4. Quizzes 25%

There will be two quizzes in the course that cover terminology, technique, and software that will be covered in class, or in weekly readings and Lynda.com tutorials.

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| Quiz 1 | Oct 8 |
| Quiz 2 | Nov 26 |

5. Attendance and Participation 10%

Participation accounts for your contributions to discussion, group activities and the general classroom atmosphere, which in turn are vital in determining what knowledge and skills you take from this course. Showing up on time and having properly prepared for class is considered the minimum requirement.

Asking thoughtful and informed questions, offering reasoned answers, and facilitating others' opportunities to contribute will be taken into account in the assessment.

Students who do not attend class will receive no participation credit for missed days. A respectful attitude towards your classmates is required and engaging in debates and discussions is encouraged. Punctuality is important. Late arrivals will not be able to sign the attendance sheet

Course Outline

Week	Date	Topic	In-Class & DUE
1	Sept 10	1. Class Intro and Equipment/Media Services 2. Visual Storytelling	:Reflection
2	Sept 17	1. Pre-Production Planning/Group Roles/File Management 2. Storyboarding/plot diagramming	
3	Sept 24	1. Interviewing/Scriptwriting Basics 2. Mics	*Instructional Plan DUE
4	Oct 1	1. Shooting Basics 2. Lighting/Shooting For Post Production	*Documentary Plan DUE
5	Oct 8	1. B-Roll and Sequencing 2. Transitions Reading Week is Next Week	Quiz 1: Storytelling ,Pre-Production, Interviewing/Mics, Shooting *Instructional Draft DUE
6	Oct 22	1. After Effects Text Animation 2. Post Production: Mastering Audio/Colour Correction	
7	Oct 29	1. Showcase - instructional videos	:Peer Review *Instructional FINAL DUE October 27 Midnight
8	Nov 5	1. 2-Camera Shoot and Edit 2. Post Production 2: Transcription and interview string out	:Reflection
9	Nov 12	1. After Effects 2 2. Group Editing	*Documentary Draft DUE

Week	Date	Topic	In-Class & DUE
10	Nov 19	1. Showcase Documentary Drafts 2. Group Editing	:Peer Review
11	Nov 26	Speaker	Quiz 2: B-Roll, Transitions, Sequencing, After Effects Text animation, 2-Camera Shooting/Post Production
12	Dec 3	Showcase Final Documentary	:Reflection *Documentary Final DUE December 1 midnight

Contacting your Instructor

1.LEARN: “Ask Your Prof” Discussion board: If you have a question about an assignment, the location of something, or if something just isn’t clear, please post it here. Chances are if it is unclear to you, it may also be unclear to your classmates.

2.EMAIL: The following guideline for emailing your instructor may come in handy.
<https://medium.com/@lportwoodstacer/how-to-email-your-professor-without-being-annoying-afcf64ae0e4087>

3.IN PERSON: Some things are much easier to deal with in-person, and in lieu of multiple emails, your instructor may insist the discussion must take place in-person.

Course Modification Warning

The instructor reserves the right to modify elements of the course during the term. Please note that due dates will be consistent with our clients’ time schedules, as such there may be changes to due dates and deliverable outputs. 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

Late work will be accepted at any time. The grade deduction of 2% per day/maximum of 10%/week will be deducted for a late assignment submission.

Attendance and Illness

Success in this course is dependent on regular class attendance and participation. You are expected to attend every class, and attendance will be taken. *Students with 4 or more unexcused absences will not be able to pass the course.*

Students who are unable to meet assignment due dates or write a test must provide documentation verifying the events that have precluded them from meeting their academic deadlines. When illness is the cause of a missed deadline, students should seek medical treatment and **provide confirmation of the illness to the instructor(s) within 48 hours by submitting a completed University of Waterloo Verification of Illness form** to support requests for accommodation due to illness.

In addition, your instructor reserves the right to accept said documentation to excuse you from graded assignments. *False claims of illness and/or the submission of false supporting documentation of extenuating circumstances constitute an academic offence that will result in disciplinary action under Policy 71.*

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. Students shall not unduly interfere with the study, work or working environment of their peers.

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](#).

EQUIPMENT AND MEDIA SERVICES

- Loan Agreement [Loan Agreement link](#)
- Reserve Equipment [Webcheckout link](#),
- Media Services hours: 9am - 4pm Monday-Friday
- Tuesday/Friday Check-outs not available until 10:30am
- You can borrow Canon T5i, T6i, 60D, 70D, Panasonic, Nikon, Sony: A6500, A7iii, RX0, RX100 Vlogging cameras, brand new lenses (wide, portrait, telephoto), gimbals, audio kits, lighting (new ring lights)]
- **Late fees PER DAY:** Laptops \$50, iPads/Cameras \$25, Mics/Lenses/Kits \$20, Other \$5. Average replacement cost is \$1500 for a camera
- If your equipment is due at 9:00am, bring it back for 9:00am. (one hour grace period)
- Email if you are sick (in advance if possible)
- Make sure your equipment comes back with all of its pieces
- Your reservation will be cancelled if you don't pick it up within an hour of your reservation time. If you're going to be late let them know

Media Services Questions

Please email (preferred): stratford.digitalmedia@uwaterloo.ca, or call 519-888-4567 ext. 23014

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.

Important Dates Fall 2019

First Day of Class	Sept. 4
Reading Week	Oct. 15-18
Classes End	Dec. 3
Pre-Exam Study Days	Dec. 4, 5
Exams End	Dec. 21