

University of Waterloo
Stratford School of Interaction Design and Business
GBDA 201: Digital Media Project 1 Fall 2020

100% Online | Student Hours: Each week on Tuesdays at 9:30-10:30am and 1:00-2:00pm on Zoom <https://us02web.zoom.us/j/9407457574>

Instructor and T.A. Information

Instructor: Laura Fong

Mail: lcfung@uwaterloo

Snap: @myamericanlife

Instagram: @laura.c.fong

Book one-on-one Zoom time with Laura on Calendly: <https://calendly.com/laurafong>

Teaching Assistants

Joey Dietrich jldietrich@uwaterloo.ca

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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 basic animation to produce narrative content using Adobe Audition(AU), Premiere Pro (PP) and After Effects (AE) through both practice and self-directed learning.
 - Weekly exercises
 - Self-directed learning using tutorials and LinkedInLearning
 - Practice communication skills in remote group work
 - Use collaborative online tools for collaboration and communication

- B. Understand, formulate and apply effective pre-production skills: planning, research, storyboarding, and narrative construction through the 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 within groups in to achieve a final project
 - Formulate, schedule and plan for the execution of a 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 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 workflow 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 a group project
- H. Implement self-directed learning tools
- a. Practice communication skills in remote group work
 - b. Use collaborative online tools for collaboration and communication
 - c. Ask for help when needed

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 an assigned software instruction playlist of tutorials from LinkedInLearning

Course Requirements and Assessment

| Assessment | Date of Evaluation | Weighting | |
|-----------------------------|--------------------|-----------|------------|
| 1.Instructional Video | Prod. Plan | Sept 27 | 15% |
| | Draft | Oct 11 | |
| | Final | Oct 25 | |
| | PR/Refl. | Nov 1 | |
| 2.Group Documentary Project | Prod. Plan | Oct 4 | 25% |
| | Draft/PR | Nov 15 | |
| | Final | Dec 6 | |
| | Reflection | Dec 6 | |
| 3.Weekly Assignments | Weekly Assignments | | 40% |
| | Reflections | | |

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| 4.Skills Quiz | Quiz | Nov 28 | 20% |
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| Total | 100% |
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Assessments:

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 27 |
| 2.Draft | DUE October 11 |
| 3.Final | DUE October 25 |
| 4.Reflection | DUE November 1 |

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 create 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 4 |
| 2.Draft and Peer Review | DUE November 15 |
| 3.Final | DUE December 6 |
| 4.Reflection | DUE December 6 |

3. Weekly Assignments 40%

You will complete weekly assignments and reflections that will be due at the end of the week and graded. Some weeks will vary, but you will be notified each Monday am what is expected for you to complete this week. Weekly assignments are practical assignments for putting what we are learning into practice.

4. Skills Quiz 20%

You will have to prove your individual skills with this take-home skills quiz. This Quiz will cover terminology, technique, and software that will be covered in class, or in weekly readings, lectures, and provided tutorials.

Course Outline

| Week | Date | Topic |
|----------|-----------|---|
| 1 | Sept 8-12 | 1. Class Intro and Equipment/Media Services (how will we adapt to remote) |

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| | | 2. Visual Storytelling |
| 2 | Sept 13-19 | 1. Pre-Production Planning/Group Roles 2. Storyboarding/plot diagramming 3. File Management |
| 3 | Sept 20-26 | 1. Shooting Basics |
| 4 | Sept 27-Oct 3 | 1. Interviewing/Scriptwriting Basics 2. Mics |
| 5 | Oct 4-10 | 1. B-Roll and Sequencing 2. Transitions Reading Week is Next Week |
| | Oct 11-17 | READING WEEK |
| 6 | Oct 18-24 | 1. After Effects Text Animation 2. Post Production: Mastering Audio/Colour Correction |
| 7 | Oct 25-31 | Showcase - instructional videos |
| 8 | Nov 1-7 | 1. 2-Camera Shoot and Edit 2. Post Production 2: Transcription and interview string out |
| 9 | Nov 8-14 | 1. After Effects 2. Editing |
| 10 | Nov 15-21 | 1. Showcase Documentary Drafts 2. Editing |
| 11 | Nov 22-28 | Group Project Work |
| 12 | Nov 29-Dec 5 | Showcase Final Documentary |

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.

Contacting your Instructor

School telephone extensions will not be in operation for Fall 2020. Your instructor can be contacted at the above email or social channels. Arrangements can be made for audio/video individual meetings by appointment using Calendly <https://calendly.com/laurafong>. Student hours will take place at two times every Tuesday to accommodate different time zones. **Student Hours:** Each week on Tuesdays at 11:00-12:00pm and 3:00-4:00pm on Zoom <https://us02web.zoom.us/j/9407457574>

My COVID Policy

The global pandemic has affected all of us. If you are struggling, please don't hesitate to reach out.

These are unprecedented times, and you may find yourself having unprecedented needs. If I can be of any assistance, please let me know. I support your success in this class and all of my classes.

Equipment and Media Services

Due to Covid policies and procedures, Media Services in Stratford will be doing Curbside Pickup. Please contact stratford.digitalmedia@uwaterloo.ca for details.

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. The best way to navigate this is to remain in contact with your instructor, and be forthcoming.

Attendance and Illness

There will be NO required Synchronous activities for this class, which means you will not have a weekly class to attend. There are scheduled drop-in student hours, you can book one-on-one time with me, or reach out to me or your TA's at the provided contact information above. Students who are ill or unable to meet the assignment due dates or complete any graded assessments 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**.*

Ethical Design and Research

All members of the University are required to adhere to [UW Policy 33: Ethical Behaviour](#), and as members of the Stratford School of Interaction Design and Business community we are committed to ethical design and practice. The projects we work on, including our course products, services, and business ideas, are grounded in principles of fairness, accessibility, equity, and fundamental respect. Any learning or research activities involving human participation, including observation, usability testing and the use of data, is to be conducted in a manner that is sensitive to the inherent worth of all human beings and the respect and consideration that they are due. If your work requires the use of human participation, please let your instructor know what activities you are planning to ensure that you are engaging in methods that help you gain the insights you need while maintaining the integrity, safety and well-being of your participants. For more information on research conducted with human subjects, please refer to the [Office of Research Ethics' guidelines](#).

Plagiarism

From University Policy 71: "plagiarism - presenting, whether intentionally or not, the ideas, expression of ideas or work of others (whether attributed or anonymous) as one's own in any work submitted whether or not for grading purposes" <https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-71>

Also, see the document regarding Copyright, IP which includes instructions for correct attribution.

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](#).

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 2020

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|---------------------------------|-------------------|
| Classes Begin | Sept. 8 |
| Drop/Add Deadline | Sept. 21 |
| WD with 100% Tuition Refund | Sept. 28 |
| Drop w WD begins | Sept. 29 |
| Reading Week | Oct. 10-18 |
| Deadline for 50% tuition refund | Oct. 26 |
| Classes End | Dec.7 |