University of Waterloo
Global Business and Digital Art
GBDA 202
Digital Media Project 2
Winter 2015
Sec 001 Tuesdays 9:00 a.m. - 11:50 a.m.
Sec 002 Tuesdays 1:00 p.m. - 3:50 p.m.

Instructor Information

Instructor: Professor Jessica Thompson, MFA
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Office Hours: Wednesdays by appointment
Open Lab Hours: TBD
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Calendar Description

This course focuses on the design principles guiding digital animation production, video capture, editing time-based media, and post-production for digital delivery. Emphasis is placed on the communicating of culturally situated ideas through visual storytelling practices that draw on the dynamics of digital media, and 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

This course has a special focus on the production of culturally-situated digital experiences that bridge the spatial, the social and the artistic through interactive projects that draw from the principles and production techniques covered in GBDA 101 (Digital Media Design & Production), 201 (Digital Media Project 1), and 103 (User Experience Design).

Specifically, we will examine the impact of mobile technologies on cultural and artistic practice, business, and contemporary experience, and will leverage the ubiquity of mobile devices to create innovative projects that move beyond the classroom and onto the streets. Course content will draw from diverse topics such as media art, ubiquitous computing, site-specific practice, film theory, performance art gamification and UX. Upon completion of this course, students should be able to:

- Understand the impact of mobile technologies on the experience of everyday life, including our sense of place, home and territory, our navigation of public and private spaces and our social interactions with one another.
- Develop creative projects that reflect a critical understanding of mobile technologies by producing original artworks that move beyond conventional narrative and integrate users in meaningful ways.

- Utilize creative problem solving skills to address a variety of artistic, spatial, logistical and production challenges at various stages of the production process.
- Expand existing knowledge of video production, audio production, digital media and user experience to produce mobile narratives for use by a wide variety of audiences using Adobe Premiere, Audition and After Effects.
- Work with a team to develop collaborative projects that leverage the interests, skill sets and experiences of the entire group, including brainstorming, production plans and critical paths, determining roles and responsibilities, implementation and analysis of results.

Readings Available on LEARN

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 video. Readings must be completed before the date they are listed on the schedule. Texts will include excerpts from the following:

- *Barry Blesser and Linda Salter. Spaces speak, are you listening? Experiencing aural architecture.*
- Michael Bull, *Sound Moves: iPod Culture And the Urban Experience*
- Michel Chion, *Audio-Vision: Sound on Screen*
- Jason Farman, *Mobile Interface Theory: Embodied Space and Locative Media*
- *Jesse James Garrett, The Elements of User Experience, 2nd Edition*
- Bill Moggridge, *Designing Interactions*

Course Requirements and Assessment

The course assessments for GBDA 202 are divided between individual and group projects. Full descriptions, project deliverables and workflows will be provided on the days indicated in the schedule.

Assessment	Date of Evaluation (if known)	Weighting
Audio Narrative (I)	January 27	20%
Media Art Pecha Kucha (I)	Feb 3, 10, 24 or Mar 3	10%
Mobile Narrative (G)	March 24/31	50%
Proposal and Production Schedule	*February 10*	*10%*
Mid-Production Critique	*March 10*	*20%*
Final Project	*March 24*	*50%*
Project Documentation Site	*March 24*	*10%*
Post Mortem Report	*TBC*	*10%*
Online Critiques (2) (I)	TBC	10%
Participation, Engagement, Attendance (I)	n/a	10%
Total		100%

Audio Narrative

Drawing from projects such as Humans of New York (http://www.humansofnewyork.com) and Story Corps (storycorps.org) create a 5-10 minute sonic 'portrait' of another student in the class that reconstructs a past event using field recordings, voiceover and Foley.

Media Art Pecha Kucha

Much of the 'innovation' that we experience today has tangible roots in visual art, media art, or other cultural or technological innovations. Using a topic from the list (to be provided) prepare a Pecha Kucha presentation (www.pechakucha.org/) based on your research.

Mobile Narrative

Drawing from the examples discussed in class and integrating knowledge gained from the lecture presentations and readings, create a locative media project to be experienced in downtown Stratford that suggests a real or imagined history.

Course Outline

While we will make every effort to follow the schedule as outlined here, it is subject to change. Revisions to the course schedule will be posted on LEARN.

Week	Date	Topic	Readings Due
1	January 6	Introduction Microphones & Field Recording	n/a
2	January 13	Storytelling Workshop Foley and Voiceover	*n/a*
3	January 20	Soundscape Design Casual, Semantic & Reduced Listening, Active & Passive Perception, Spatialization	*Blesser, Spaces speak, are you listening?* *Chion, Audio-Vision*
4	January 27	Mobile Interfaces Locative Media, Mobile Storytelling, Embodied Interaction	*Bull, Sound Moves; Farman, Mobile Interface Theory*
5	February 3	'Gaming the City' Elements of UX (Review) User-Centred Design for Physical Spaces	*Garrett, The Elements of User Experience*
6	February 10	Video Production (Review)	n/a
7	February 24	Designing Interactions Embodied Interaction, Proxemics, Feedback	*Moggridge, Designing Interactions*
8	March 3	Designing Interactions Embodied Interaction, Proxemics, Feedback	*Moggridge, Designing Interactions*
9	March 10	Mid Production Critiques	n/a
10	March 17	Play Testing	n/a
11	March 24	Mobile Narrative Presentations	n/a
12	March 31	Mobile Narrative Presentations	n/a

Late Work

All assignments are due on the days indicated in the schedule both in class and on LEARN. Both deadlines must be met in order to avoid late penalties – please allow ample time to upload your work. Late assignments are subject to a 5% per day penalty (including weekends). If students are unable to submit an assignment on time due to extenuating circumstances, appropriate documentation must be provided. (please see 'Attendance' below)

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 during class. Students shall not unduly interfere with the study, work or working environment of their peers. For more information please refer to the 'Stratford Campus Code of Conduct'

Attendance Policy

Students are expected to attend all classes. Failure to do so will result in significant and unrecoverable deductions from the 'Participation, Engagement and Attendance' grade above. Absences may be excused in circumstances such as illness or emergency. All requests for exception must be accompanied by appropriate documentation that gives reasonable justification for missed classes. Please also review UW's Policy on Accommodation Due to Illness: https://uwaterloo.ca/registrar/current-students/accommodation-due-to-illness and familiarize yourself with UW's Inclement Weather Policy https://uwaterloo.ca/secretariat-general-counsel/policies-procedures-guidelines/guidelines/weather-emergency-closing-guidelines Please note that it is not the job of the professor to 'catch you up' on what you have missed – it is your job to catch up using the course syllabus, readings, and the assistance and support of your peers. If you require further assistance, please make an appointment during office hours.

Grades

This course is designed from a Fine Art and Media Art perspective and, as with all creative work, assessment is based on a combination of objective and subjective criteria. Innovation, criticality and creativity are paramount to your success. Project grades indicate the quality of work produced, and are cumulative – in other words, 75% does not represent a 25% penalty, but a project that is 75% of absolute perfection. *Project grades are non-negotiable.*

Instructor Contact

I am committed to your success as a student, however, I may not be able to provide immediate answers to questions received via email. Emails will be answered Monday – Friday, 9 – 5. Below is a summary of when you can expect to hear from me:

Under 24 hours	I can set office appointments quickly. Please request 2 times that work for you.
24 – 48 hours from receipt	Answers to questions related to course content or your work in the course require careful thought. Be sure to provide enough detail that I can fully consider your

	question. Please note that questions that require a significant amount of discussion may need to be addressed during office hours.
ASAP	Emergency situations affecting your health or well being require immediate action. Please contact UW Health Services first, then contact instructors.

Software and Lab/Studio Access

This course is designed around projects that will require students to utilize various software platforms, which are accessible on the Stratford Campus, and on the main campus in ECH 1205. Open lab times will be posted when they are available. Students are required to work on their projects both in and outside of structured class times.

Workshops

This course covers a variety of software and while some software demonstrations will be done in class, time constraints prevent comprehensive lessons. Students are strongly encouraged to attend workshops that will be offered throughout the term.

Equipment Loans

Please refer to the Stratford Campus Equipment Loan Policy.

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.