

**University of Waterloo**  
**Global Business and Digital Art**  
**GBDA 202**

**Digital Media Project 2**  
**Winter 2016**

**Sec 001 Tuesdays 1:00 p.m. – 3:50 p.m.**

**Sec 002 Tuesdays 1:00 p.m. - 3:50 p.m.**

**Instructor Information**

**Section 001:**

Instructor: Jonathan Baltrusaitis

Office: GBDA 2018 or Dana Porter Library, Main Campus

Office Hours: By appointment

email: [jbaltrus@uwaterloo.ca](mailto:jbaltrus@uwaterloo.ca)

**Section 002:**

Instructor: Lisa Birke

Office: GBDA 2018

Office Hours: Monday 6-7pm ECH Fine Arts Library (take two right turns immediately following the front entrance of ECH past front office) OR by appointment

Email: [lbirke@uwaterloo.ca](mailto:lbirke@uwaterloo.ca)

**PA Information:**

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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).

Using “people”, “places” and “things” as our starting points, three projects will be introduced that approach image, representation and narrative through a variety of technological and conceptual

methodologies in audio, mobile and video technologies respectively. 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, linear and non-linear narrative story-telling, site-specific practice, film theory, performance art, gamification and UX. 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;
  - The development of media projects for mobile platforms that transform screen-based content into immersive experiences in public spaces;
  - The integration of user experience into creative content to engage users in meaningful ways and to appeal to a variety of audiences.
- Utilize *creative problem solving skills* to overcome conceptual, spatial, logistical 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 production, digital media and user experience to produce narrative content using Adobe Premiere, Audition and After Effects.
- Expand existing knowledge of *media art and design*, with a focus on the relationship between creative practice, the design industry, and art/design within other industries
- Work as part of a *creative team* to deliver complex projects that leverage the interests, skill sets and experiences of the entire group, including: conceptual development, determining roles, responsibilities and workload, setting and meeting internal deadlines, designing and facilitating user tests, managing change, and analyzing 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 to preview in advance of our class discussions. Readings and other preparatory materials must be completed before the date they are listed on the schedule. Texts will be assigned week by week and will be provided on Learn within the Project Modules.

### Course Requirements and Assessment

The course assessments for GBDA 202 are divided between two individual projects and one group project. Full descriptions, project deliverables and workflows will be provided when the respective projects are introduced the schedule.

Assessment	Date of Evaluation	Weighting
P1 “People”: Audio Narrative	Group One: Feb 01 Group Two: Mar 07	25%
P2 “Things”: Video Portrait	Group One: Mar 07 Group Two: Feb 01	25%

Assessment	Date of Evaluation	Weighting
P2 “Places”: Mobile Narrative	March 22	45%
Work Journal, Participation, Attendance (I)	TBD	5%
Total		100%

\* *Percentage to final grade*

## Project Descriptions:

### “People”: Audio Narrative

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

### “Things”: Video Narrative

Visual portrait of an object. This project examines visual storytelling without the addition of spoken word or audio. Focus instead will be on narrative and meaning as evoked through aesthetic cues such as framing, camera movement, editing, pacing, style and “character development” strategies. This project will use a combination of linear and non-linear/abstract methodologies to portray meaning and communicate sensibility, emotion and affect.

### “Places”: 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 from one of the perspectives of: museum/history; gamification; or aesthetic/architectural response.

## Course Outline

**While we will make every effort to follow the schedule as outlined here, it is subject to change.**

**Revisions will be posted on LEARN . Readings and other in-project assignments will be posted on LEARN each week and/or provided in the Project Briefs.**

Wk	Date	Topic	Technical Tutorials	Readings Due/Due Dates
1	Jan 5	Introduction to course <hr/> Group1: P1: Audio Narrative Audio Lecture <hr/> Group2: P2: Video Narrative Video Lecture	 <hr/> TBA <hr/> Video: ideation, brainstorming and storyboard	Technical/handouts/readings/video Please: See project outline and weekly Learn summary for in-project and process benchmarks and deadlines
2	Jan12	Group1: Audio Tutorial Two <hr/>	<i>Audio recording/Audition</i> <hr/>	

		Group2: Video Lecture Two		
3	Jan 19	Group1: Audio Three ----- Group2:Video Tutorials	<i>Adobe Audition</i> ----- <i>Premiere Pro</i>	
4	Jan 26	Introduction to Project Three: both sections: (site visit?)	<i>TBA</i>	<i>TBA</i>
5	Feb 2	Group2: P1: Audio Narrative Audio Lecture ----- Group1: P2: Video Narrative Video Lecture	Audio Tutorial One ----- Video: ideation, brainstorming and storyboard	Group 1 P1: Audio DUE ----- Group 2 P2: Video DUE MONDAY Feb 1: 8pm
6	Feb 9	Group2: Audio Tutorial Two ----- Group1: Video Tutorial One	<i>Audio recording/Audition</i> ----- <i>Premiere Pro 1</i>	
7	Feb 23	Group2: Audio Three ----- Group1:Video Tutorial Two	<i>Adobe Audition</i> ----- <i>Premiere Pro</i>	
8	Mar 1	Project Three: Lecture two (both sections) (revisit site?) Tutorial mobile media	<i>QR code scanner/ Layar</i> <i>After Effects 1</i>	<i>Ideation for Project Three due</i>
9	Mar 8	Project Three worksession	<i>TBA</i>	Group 2 P1: Audio DUE ----- Group 1 P2: Video DUE MONDAY Mar 7: 8pm
10	Mar 15	Project Three worksession	<i>TBA</i>	<i>A2 Final Project DUE</i> <i>(all sect.)</i> <i>A2 Doc. Site DUE (all</i> <i>sections)</i>
11	Mar 22	Mobile Narrative Presentations (outside, dress for weather)		<i>Project Three Due</i>
12	Mar 30	Final Project Showcase and Reception		

### **Note on the structure of this course**

*Project One: Audio Narrative* will be instructed by Jonathan Baltrusaitis for both sections. *Project Two: Video Narrative* will be instructed by Lisa Birke for both sections. This means that both sections will be instructed, in part, by both instructors. The instructor that you have for the first four weeks of the course (*Group One: Audio Narrative/Jonathan* and *Group Two: Video Narrative/Lisa*) will be the instructor you have for Project Three.

### **Deadlines and Late Work**

All assignments are due on the days indicated in the schedule and must be presented in class and/or uploaded to LEARN by the posted deadline (usually Mondays, the day before the class at 8pm). Project Three will be for the class project tour on the second to last class. Deadlines must be met in order to avoid late penalties – please allow ample time to upload your work and save your email confirmations as proof of submission. Late assignments are subject to a 5% penalty for the first 24 hours and a 10% deduction per week following the initial deadline (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 “Work Journal, Participation, 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.* Rubrics will be provided with each Project Brief

### **Instructor Contact**

We are committed to your success as a student, however, we may not be able to provide immediate answers to questions received via email. Emails will be answered most quickly Monday – Friday, 9 – 5. Answer times may be slower in the evenings and on the weekends.

### **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 more extensive tutorials. Jordan Mandell will be providing audio tutorials within the class time to both sections for Project One: Audio Narrative. Other tutorials will be given by the instructors 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 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>).

### **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.