

University of Waterloo
Global Business and Digital Arts
GBDA 202
Digital Media Project 2
Winter 2016
Section 001 Tuesdays 9:00 - 11:50pm, DMS 2022
Section 002 Tuesdays 1:00 - 3:50pm, DMS 2022

Instructor and T.A. Information

Instructor Section 001: Lisa Birke

Office: DMS 2018

Office Hours: Tuesdays 12pm-1pm (or by appointment, except Wednesdays and Friday)

Email: lbirke@uwaterloo.ca

Instructor Section 002: Jonathan Baltrusaitis

Office: DMS 2018

Office Hours: By appointment in office or at Dana Porter Library on Main Campus.

Email: jbaltrus@uwaterloo.ca

T.A. Section 001 T.A. 1: TBA

Email TBA

T.A. Section 002 T.A. 2: TBA

Email TBA

Course 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

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.

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

- A. Develop compelling narratives
 - o Real world documentary materials

- Scripted original materials
- B. Learn production planning and workflow
- Developing and implementing audio production plan
 - Learn to pitch effectively; develop a script; advanced storyboarding; delegating and assuming production roles; learn professional set etiquette; multiple production roles and post-production workflow
- C. Learn to formulate constructive feedback in the form of guided peer evaluation and critique
- Analysis of narrative and creative content
 - Writing skills
- D. Incorporation of constructive feedback in iterative process

Readings Available on LEARN

Readings will be assigned week by week and will be provided on Learn within the Readings Modules.

Course Requirements and Assessment

| Assessment | Date of Evaluation (if known) | Weighting |
|----------------------------------|-------------------------------|-------------|
| PROJECT ONE: | | |
| Audio Production Plan | Jan 10 th | 5% |
| Peer Critique of Fine Cut | Jan 24 th | 5% |
| Audio Documentary | Jan 30 th 6pm | 30% |
| PROJECT TWO: | | |
| Pitch: Scripted Narrative | Jan 31st | 5% |
| Script: Narrative Video | Feb 7 th | 5% |
| Storyboard: Narrative Video | Feb 14 th | 5% |
| Narrative Video | Mar 27 th 6pm | 30% |
| Work Journal and Peer Evaluation | Date of Evaluation 4 | 15% |
| Total | | 100% |

Note: Individual grading rubrics will be provided with the project and assignment overview PDFs

Course Outline/Schedule

| Week | Date | Topic | Readings and Assignments Due |
|----------|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Jan 03 | <p>Lecture/Discussion: Course Overview</p> <p>PROJECT ONE: Audio Documentary Overview</p> <p>Media: Listen Audio Documentary Samples</p> <p>Tutorial: Sound recording equipment review and effective field recording Doing an effective interview, narration, audio “shot” list (Assign Equipment Partners)</p> | <p>Assignment: Audio Production Plan</p> <p>Readings: TBA</p> |
| 2 | Jan 10 | <p>DUE: Audio Production Plan</p> <p>Tutorial: Audio—Audition editing</p> <p>Discussion: Re-asks, re-takes, and wild sound Jordan to discuss audio recording options on Stratford campus</p> | <p>Assignment: Record audio</p> <p>Readings: TBA</p> |
| 3 | Jan 17 | <p>Discussion/Lecture: audio story editing—music, beats and rhythm</p> <p>In-class work session</p> | <p>Assignment: Edit and record audio Audio Fine Cut due next class</p> |
| 4 | Jan 24 | <p>DUE: Audio Fine Cut</p> <p>Presentation/Critique: Teams of two for review: 20 mins each (40 min total). Note: Peer critique forms will be submitted for grading</p> <p>Lecture/Discussion: PROJECT TWO: Scripted Narrative Video Introduce Pitch</p> <p>Media: Genres and styles examples reel</p> <p>Class Survey: Competency and Role Preference Survey</p> | <p>Assignment: Scripted Video Story Pitch</p> <p>Readings: TBA</p> <p>PROJECT ONE: Audio Doc Due (Jan 30th 6pm)</p> |
| 5 | Jan 31 | <p>Story Pitch DUE for class</p> <p>Presentation/Critique: Story pitch to your team of five</p> <p>Group Assignments: Set jobs and process</p> <p>Lecture: Script writing, script formatting, story development (3 act structure and heroes journey) and production design parameters</p> | <p>Assignment: Write Scripts</p> <p>Watch: The Writers Room (2 episodes)</p> <p>Reading: TBA</p> |

| Week | Date | Topic | Readings and Assignments Due |
|-----------|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| 6 | Feb 07 | <p>Scripts DUE for class (Feedback for scripts will be provided by instructors by the end of Friday)</p> <p>Lecture: Script breakdown for art department (hair costume), sound design (list of sound, sound effects), location scouting, and scheduling</p> <p>Discussion: Advanced storyboarding— directorial shot choices, art and technical direction breakdown</p> <p>Tutorial: Block-line rehearsal shoot— dialogue and action</p> | <p>Assignment: Storyboards</p> <p>Watch: Every Frame a Painting episodes</p> |
| 7 | Feb 14 | <p>Storyboards DUE for class.</p> <p>Lecture/discussion: Continuity planning (out-of-sequence shooting), production board, casting and the audition process Directing actors Breaks, craft service and location management (etiquette)</p> <p>Work session: One-on-one team storyboard review with instructor: 10min each team</p> | <p>Assignment: Shooting</p> |
| 8 | (Feb 21: no class) Feb 28 | <p>(Shooting)</p> <p>Editing: Advanced tips, colour grading, synching sound and special effects</p> | <p>Assignment: Shooting/Editing</p> |
| 9 | Mar 7 | In-class work session | <p>Assignments: Editing</p> <p>Fine Cut DUE Mar 13th 6pm</p> |
| 10 | Mar 14 | Fine Cut Screening and critique | <p>Assignment: Re-shoot/re-edit whatever needed</p> |
| 11 | Mar 21 | In-class work session | <p>Assignment: Final Edits</p> <p>PROJECT TWO: Scripted Narrative Video DUE Mar 27th 6pm</p> |
| 12 | Mar 28 | Screening of final films | |

Late Work

Projects are due Mondays, the day before the class, at 6pm and process work for the classes indicated. Projects must be uploaded onto LEARN and onto your blog. 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 hour period and 10% per week, following the initial deadline (including weekends). If you miss the 6pm deadline the day before crits and screenings your work **will not be added to the media reel and will not be reviewed in class, no exceptions**. If students are unable to submit an assignment on time due to extenuating circumstances, appropriate documentation must be provided. (Please see 'Attendance' below).

Information on Plagiarism Detection

Any found sound or music used in your projects must have a CC or PD license and must be cited in the credits or supplementary documentation as outlined in the project parameters. Be aware that found footage may be used to supplement your projects; however, check the project parameters as percentages will be provided that you must satisfy with your original material content. You will be asked to provide raw files for any suspicious material not cited. Please be advised that copyright infringement is a serious offence and will not be tolerated in this course.

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 and Participation" 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 Outline.

Institutional-required statements for undergraduate course outlines:

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 \(http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm\)](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.

Important Dates and Deadlines Winter 2017

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| New Year's Day (January 1 Observance) <i>University holiday</i> | Jan. 2 |
| Lectures or classes begin at UWaterloo | Jan. 3 |
| New Waterloo students WINTER term English Language Proficiency exam date | Jan. 13 |
| <i>View the Writing Centre website</i> | |

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Last day to select examination centres for online courses. | Jan. 15 |
| <i>View in <u>Quest</u>.</i> | |
| Add period ends | Jan. 16 |
| Drop, no penalty period ends | Jan. 23 |
| <u>Deadline to withdraw from courses with 100% tuition refund.</u> | |
| Drop, penalty 1 period begins | Jan. 24 |
| <i>WD (Withdrawn, no credit granted) grade assigned for course(s) dropped during this period</i> | |
| Study Days | Feb. 20-24 |
| <i>Co-operative employment interviews may continue during this period.</i> | |
| Final exam schedules released | Feb. 8 |
| <i>View <u>on-campus</u> and <u>online</u> schedules.</i> | |
| Opportunity to adjust your online course exam location | Feb 8- 20 |
| <i>View "<u>How do I view my online course exam schedule?</u>"</i> | |
| Last day for online students to change their examination location. | Feb. 20 |
| Family Day | Feb. 20 |
| <u>University holiday</u> | |
| Deadline for 50% tuition refund | Feb. 21 |
| <i>View <u>Student Financial Services</u> website</i> | |
| Fee arrangement deadline | Jan. 31 |
| <i>A "<u>Petition to the Registrar to Register Late</u>" form required to become <u>fees arranged after these dates.</u></i> | |
| Drop, penalty 1 period ends | Mar. 17 |
| <i>WD (Withdrawn, no credit granted) grade assigned for course(s) dropped</i> | |
| Drop, penalty 2 period begins | Mar. 18 |
| <i>WF (Withdrawn/Failure, no credit granted, value 32) grade assigned for course(s) dropped (Engineering students: Visit <u>course load</u> and <u>withdrawal</u> in the calendar for specific regulations.)</i> | |
| Lectures or classes end | Apr. 3 |