

University of Waterloo  
Stratford School of Interaction Design and Business  
GBDA 202  
Digital Media Project 2: Storytelling and Production  
Winter 2019, Sections 001, 002  
DMS 3022 001 Tuesday 9am-10:50am 002: Tuesday 1:00pm-3:50pm

### Instructor and T.A. Information

**Instructor:** Laura Fong

**Office:** DMS 2014

**Office Phone:** 519-888-4880 ex.23002

**Office Hours:** Tuesdays 8:00am - 9:00am, Thursdays 1:00pm-4:00pm and By Appointment

**Email:** [lfong@uwaterloo.ca](mailto:lfong@uwaterloo.ca)

**TA Section 001:**

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### Course Description

This course focuses on the design principles guiding digital audio and video 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. The course serves as a hands-on digital media lab where students acquire skills in using a variety of software and digital equipment.

### Course Structure

This course consists of both lecture and lab time where we will do hands-on workshops in-class, readings and tutorials will be assigned to be completed outside of class time, discussions both in-class and online, weekly in-class quizzes, peer critique, individual and group projects, and regular presentation of work. *All assignments need to be submitted to LEARN unless otherwise specified.*

### 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](mailto:stratford.digitalmedia@uwaterloo.ca), or call 519-888-4567 ext. 23014

### Course Goals and Learning Outcomes

Work both individually and as part of a creative team to deliver distinctly different 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

- Learn documentary research and storytelling skills to enhance visual communication skills
- Learn scriptwriting and transcription methods

#### B. Learn production planning and workflow

- Learn to pitch and workshop ideas
- Develop and implement research and a pre-production plan, writing a script or constructing a text string-out, advanced storyboarding, working effectively individually and in teams, delegating and assuming production roles, professional set etiquette, multiple production roles and pre and post-production workflow

#### C. Learn to formulate constructive feedback in the form of guided peer evaluation and critique

- Critical analysis of technical skills and narrative and creative content
- Workshopping ideas, and practical application of writing and discussion skills

#### D. Incorporate constructive feedback into your final audio/video

### Readings and Tutorials on LEARN

Readings and tutorials will be assigned weekly and available on LEARN, ten weekly quizzes on tutorial comprehension, lowest 2 quiz grades will be dropped.

Lynda.com > click Sign In link in top right corner

> Click Sign in with your organization

>Enter [www.uwaterloo.ca](http://www.uwaterloo.ca) and click Continue

>You will be redirected to the University of Waterloo sign in page

>Enter your WatIAM ID and password and click Log in. Copy the GBDA 202 Playlist to your account

### Course Requirements and Assessment

Assessment	Date of Evaluation	Weighting
Ind. AUDIO DOCUMENTARY PROJECT	DUE Feb 4	20%
Audio Production Plan	Jan 14	10
Fine Cut	Jan 21/28 *	30
Peer Critique of Audio Fine Cut	In Class Jan 29	10
Audio Documentary	Feb 4	50
GROUP VIDEO PROJECT 1: Interview	Pre- Due March 4	25%
Research/Pre-Production Plan	Jan 28	10
Fine Cut	Feb 11*	30
Peer Critique of VP #1 Fine Cut	Assigned Online (spring break)	10
Final Interview Project	Feb 25	50
GROUP VIDEO PRODUCTION PROJECT 2:	Due April 1	25%
Scripted Narrative OR Doc Storytelling		
Research/Pre-Production Plan	March 4	10
Fine Cut	March 12*	30
Peer Critique of VP #2 Fine Cut	March 18	10
Final Video Project #2	April 1	50
PARTICIPATION	April 5	15%
Attendance, Journal, Discussions & In-Class		
WEEKLY QUIZZES	Jan 15-March 26	15%
Best 8 out of 10 Quizzes		
<b>Total</b>		<b>100%</b>

### Audio Documentary Project

You will interview a human subject (s) and tell a story about them. You will research your subject, conduct interviews and field recordings, write and record narration, and edit these elements into an engaging, entertaining short audio documentary (3-5 minutes). Additional recordings such as

foley and sourced sound effects and music (royalty free) may also be used to create an illustrative soundscape that compliments and embellishes the story. The assignment will be in four phases: 1. the plan, 2. the fine cut, 3. peer critique, and 4. the final cut. \*Rubric can be found on LEARN

### **Video Production Project 1: Interview**

In your assigned groups you will research, plan, shoot, produce and edit a two-camera interview. Your finished video will be a maximum of 3 minutes, and will include title slides, lower thirds, and the effective use of transitions. The goal of this assignment is practical application of storytelling techniques to concisely and accurately represent the subject of your interview. You can choose someone you know for this assignment, the goal is to capture who they are with video and audio and present a tight edit that the subject would say, “yep. That’s who I am.” The assignment will be in four phases: 1. the plan, 2. the fine cut, 3. peer critique, and 4. the final cut.

\*Rubric can be found on LEARN

### **Video Production Project 2: Scripted Fiction or Narrative Documentary Video**

In your assigned groups you will be assigned different roles, and you will research, plan, shoot, produce and edit produce a short (Max 5 minutes), fictional narrative film of an original, student written screenplay that incorporates live action video and production sound OR your group may choose to make a documentary-style video (Max 3 minutes). OR a commercial video for a product or service, real or imaginary (Max 3 minutes). The documentary option must incorporate interview, and all videos must incorporate b-roll, audio, lower thirds, title slides and the effective use of transitions. You may not use the same interview subject as Project 1. The assignment will be in four phases: 1. the plan, 2. the fine cut, 3. peer critique, and 4. the final cut.

\*Rubric can be found on LEARN

### **Participation**

Attendance and full participation in lectures and in-class activities is required. If you have an emergency or illness it needs to be supported with official documentation, as per UW policy. Non-documented absences will affect your grades. Attendance will be taken. Students are expected to come to class, read assigned weekly readings and tutorials, participate in all in-class assignments, take notes and complete all assignments. You should plan to spend at least 10 hours of homework per week for this course. If you spend your time in my class on your phone, or working on something not related to GBDA 202, this will impact your participation grade, see Electronic Device Policy below.

### **Weekly Quizzes**

10 weekly quizzes on LEARN. Quizzes will be given at the beginning of class and will cover the content of that week’s readings and tutorials. Your worst 2 scores will be dropped.

## Course Outline

Here is what you can expect to be covered each week, what is assigned and what is due.

ER = Equipment is reserved for your class during that week.

Week	Date	Topic	Readings/What's Due/ In-class
1	Jan 8	course and equipment overview, syllabus, LEARN, skills survey, Intro to story structure, storytelling, pre-production plan  Audio project assigned	Pre-production/Research work session
2	Jan 15	<b>ER:</b> Section 001 Audio Kits (in Pairs)  Audio collecting and editing, media management & storage, examples of audio documentary, group assignments for the term, roles,	Quiz #1  Story structure in-class  AP Production Plan Due Both Sections Jan 14
3	Jan 22	<b>ER:</b> Section 002 Audio Kits (in Pairs)  Audio mixing and editing  Video Pre-production, call sheets  Assign Video Project 1	Quiz #2  AP Fine Cut Due Jan 21 sec 001  Work session
4	Jan 29	Listen to examples of final Audio projects  Camera operation/camera menus  Multi-cam shooting and editing	Quiz #3  Peer Critiques in-class  AP Fine Cut Due Jan 28 sec 002  VP #1 Production Plan Due Jan 28
5	Feb 5	<b>ER:</b> Camera Rentals BOTH classes  Interviewing, transcription, string out	Quiz #4  Research-In-class  AP Final Due Feb 4

Week	Date	Topic	Readings/What's Due/ In-class
6	Feb 12	ER: Camera Rentals BOTH classes  b-roll and transitions, sequencing  *No class next Tuesday, Feb 19 2018	Quiz #5  VP #1 Fine Cut Due Feb 11  Work Session
	<b>SPRING BREAK</b>	<b>SPRING BREAK</b>	<b>SPRING BREAK</b>
7	Feb 26	Storytelling and activism/social change  Bias  Assign VP #2	Quiz #6  Work session-titles and lower thirds  VP #1 Peer Review Due Feb 25
8	March 5	Scripting  Copyright  Production Planning	Quiz #7  Storyboarding In-Class  VP #1 Due March 4  VP #2 Plan Due March 4
9	March 12	ER: Camera Rentals BOTH classes  Editing Techniques	Quiz #8  Work session  VP #2 Fine Cut Due Mar 12
10	March 19	Post-Production	Quiz #9  VP #2 Peer Critique Mar 18
11	March 26	Individual/Work Session	Quiz #10  VP #2 Final Due April 1
12	April 2	Final Screenings	

## **Late Work**

Projects are due Mondays at 6pm, the day before class. Projects must be uploaded onto LEARN. Deadlines must be met in order to avoid late penalties – please allow ample time to export and upload your work to Vimeo. Turn projects in as hyperlinked URL in the comments when turning in the assignments. 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 class, 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 images, footage, sound or music used in your projects must have a CC or PD license and must be cited in the credits. Be aware that found footage may be used to supplement your projects; however, it can consist of no more than 20% of your material. 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. If you spend your time in this class on your phone, or working on something not related to GBDA 202, this will impact your participation grade. For more information, please refer to the ‘Stratford Campus Code of Conduct’.

## **Attendance Policy**

Attendance is required and will be taken at the beginning of each class. Students are expected to attend all classes. Failure to do so will result in significant and unrecoverable deductions from the Participation grade. 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 or any other mutually agreed upon time and date.

### **Grades**

Grading in this class will cover both **Technical:** Understanding and Use of equipment; AND **Technique:** Approach, Planning, Creativity, Direction, and Execution. *Project grades are non-negotiable.* Rubrics will be provided for each assignment.

### **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.