

**University of Waterloo**  
**Stratford School of Interaction Design and Business**  
**GBDA 202**  
**Digital Media Project 2: Storytelling and Production**  
**Winter 2019, Section 3**  
**DMS 3024    Tuesday 9am-10:50am**

**Instructor and T.A. Information**

**Instructor:** Jonathan Baltrusaitis

**Office:** DMS 2018 or Dana Porter Library, Waterloo campus

**Office Hours:** By appointment

**Email:** jbaltrus@uwaterloo.ca

TA: Mathieu Legault mathieu.legault@edu.uwaterloo.ca

**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, 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 - <https://uwaterloo.ca/stratford-school-of-interaction-design-and-business/resources-and-services/equipment-loan-agreement>
- Reserve Equipment - <https://idp.uwaterloo.ca/idp/profile/SAML2/Redirect/SSO?execution=e2s1>
- 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 from Lynda.com will be assigned on LEARN.

Lynda.com > click Sign In link in top right corner  
 > Click Sign in with your organization  
 >Enter 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

Assessment	Due Date	Weighting
SCRIPTED NARRATIVE VIDEO (Group work)	DUE FEB 25	25%
Script	Jan 22	3
Storyboard	Jan 29	3
Finecut	Feb 12	4
Published Final Video	Feb 25	15
DOCUMENTARY INTERVIEW (Group work)	DUE MARCH 19	20%
Production Plan	March 5	3
Transcription	March 12	3
Paper Edit	March 12	4
Published Final Video	March 19	10
AUDIO DOCUMENTARY (Individual work)	DUE APRIL 5	25%
Production Plan	March 26	3
Fine cut	April 2	4
Peer critique of fine cut	April 2	3
Published Final Audio Documentary	April 5	15
Attendance, Work Journal and Peer Evaluation	TBD	15%
Technical Exercises and Quizzes	TBD	15%

### Video Production Project 1: Scripted Narrative Video (group work)

In groups, students will conceive, design and execute a 6 to 12 minute scripted dramatic video. They will learn all tasks of pre-production, work as part of a professional-style production crew, and edit and deliver a complete “short film” that tells an engaging cinematic story.

### Video Production Project 1: Documentary Interview (group work)

In groups students 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.”

### **Audio Production Project: Audio Documentary** (individual work)

Students will conceive and research a subject to create a 3 to 5 minute audio documentary. They will create field recordings and interviews, write and record narration and edit a compelling, journalistic piece that immerses the listener in an experience that goes beyond the aural.

### **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.

### **Technical Exercises and Quizzes**

In-class technical exercises will ensure that every student is well practiced in execution of production materials and techniques. The products of these exercises will be uploaded to LEARN. Quizzes may also

### **Course Outline**

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

Week	Date	Topic	Due
1	Jan 08	Course Overview, Scripted Narrative Project introduction. Three Act Structure. Production jobs and process. Production Skills Survey. Pitching.	
2	Jan 15	Group assignments and orientation, pitch to your group. Group pitch to the room. Story Development. Characterization. Script Formatting.	Scripted Narrative Pitch Script exercise (in class)
3	Jan 22	Script critique. Script Breakdown. Cinematic Grammar Review. Master Scene Format. Storyboarding. Casting. Direction. Set Etiquette and Process boot camp.	Script First Draft Storyboard exercise (in class)
4	Jan 29	Storyboard review. Production Management. Locations. Art Direction. Lighting Design. Audio design.	Storyboards
5	Feb 05	Editing and post production.	Editing exercise (in class)
6	Feb 12	Finecut screening and critique. Workshop.	Finecut
		<b>SPRING BREAK</b>	
7	Feb 26	Screening of finished Scripted Narrative Project. Video Interview Project introduction.	Finished Scripted Narrative Project
8	Mar 05	Documentary video techniques. Documentary editing techniques. Paper Edit.	Video Interview Production Plan  Syncing and Multicam exercise.
9	Mar 12	Advanced documentary editing techniques.	Transcription. Paper Edit.  Video Interview assembly cut.
10	Mar 19	Screening of finished Documentary Interview Project. Audio documentary project introduction. Audio equipment review. Production planning. Advanced Interviewing techniques.	Finished Documentary Interview Project.  Work Journal and Peer Evaluation
11	Mar 26	Audio editing - narrative and technical.	Audio Production Plan
12	Apr 02	Peer critique. Audio editing 2.	Audio documentary fine cut
			Audio documentary final

### **Late Work**

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 be 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.*

## **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.