

University of Waterloo
Stratford School of Interaction Design and Business
GBDA 202
Digital Media Project 2: Storytelling and Production
Winter 2020

001: Wed 4:00PM - 6:50PM DMS 3022

002: Mon 4:00PM - 6:50PM DMS 1004

004: Friday 1:00PM - 3:50PM DMS 2024

Instructor and T.A. Information

Instructor: Laura Fong

Office: DMS 2014

Office Phone: 519-888-4880 ex.23002

Office Hours: Mon-Wed 1:00pm-4:00pm and By Appointment

Email: lcfong@uwaterloo.ca

Teaching Assistants

Felix Weber

faweber@edu.uwaterloo.ca

Sam Foss

sefoss@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, tutorials, and Peer Critique 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, by posting a link to your audio/video that is hosted elsewhere (Soundcloud/YouTube/Vimeo)*

Equipment and Media Services

- Loan Agreement [Loan Agreement 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, 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
LinkedInLearning.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	Date of Evaluation	Weighting
Ind. AUDIO DOCUMENTARY PROJECT	DUE Feb 2	20%
Audio Production Plan	Jan 12	10
Draft	Jan 26	30
Peer Critique of Audio Fine Cut	Jan 27, 29, 31	10
Final Audio Documentary	Feb 2	50
GROUP VIDEO PROJECT 1: 2-Cam	Due March 1	25%
Interview Research/Pre-Production Plan	Feb 2	10
Draft	Feb 23	30
Peer Critique of VP #1	Feb 30	10
Final Interview Project	March 1	50

GROUP VIDEO PRODUCTION PROJECT DUE MARCH 1 25%

GROUP VIDEO PRODUCTION PROJECT 2: Scripted Narrative OR Doc Storytelling	Due April 1	25%
Research/Pre-Production Plan	March 8	10
Draft	March 15	30
Peer Critique of VP #2 Fine Cut	March 22	10
Final Video Project #2	March 29	50
PARTICIPATION	APR 5	10%
Attendance & Participation		
WORKING IN GROUPS: PEER REVIEW	APR 5	10%
HANDS-ON SKILLS QUIZ	March 23, 25, 27	10%
Total		100%

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: 2-Camera 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 draft 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 draft 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.

Hands-On Skills Quiz

One skills Quiz at the end of term like in 201 to assess individual skills. Like in 201 you will be

given files, and you will have to demonstrate skills learned over the term by following instructions, editing, and turning in a completed project on time.

Working in Groups/Peer Review

Much of what you do in this course, including peer critique demonstrates your ability to work together in teams, and to help one another.

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	What's Due/ In-class
1	Jan 6, 8, 10	course and equipment overview, syllabus, LEARN, skills survey, Intro to story structure, storytelling, pre-production plan. Premiere Refresher, Intro to Audition. Audio project assigned	Pre-production/Research in-class exercise
2	Jan 13, 15, 17	ER: Section 001 Audio Kits (in Pairs) Audio collecting and editing, media management & storage, examples of audio documentary, group assignments for the term, and roles.	Audio collection in-class exercise AP Production Plan Due All Sections Jan 12
3	Jan 20, 22, 24	ER: Section 002 Audio Kits (in Pairs) Audio mixing and editing Video Pre-production Video Project 1 Assigned	Work session Audition Editing in-class exercise
4	Jan 27, 29, 31	Cameras and Shooting Techniques Multi-cam shooting and editing	Peer Critiques in-class AP Draft Due Jan 26
5	Feb 3, 5, 7	ER: Camera Rentals BOTH classes Interviewing, transcription/string out Lighting	Interview in-class, Lav mics Lighting Demo AP Final Cut Due Feb 2 VP #1 Production Plan Due Feb 2
6	Feb 10, 12, 14	ER: Camera Rentals BOTH classes b-roll and transitions, sequencing *No class next week READING WEEK	Work Period Advanced Storyboarding In-Class READING WEEK
		READING WEEK	READING WEEK

READING WEEK	READING WEEK	READING WEEK
7 Feb 24,26,28	Storytelling and activism/social change After Effects – adapting templates and building from scratch Assign VP #2	Motion Graphics In-Class exercise VP #1 Draft Due Feb 23
8 March 2,4,6	VP#1 Show In-Class Copyright	Work Period-Group Planning VP #1 FINAL Due March 1 VP #2 Plan Due March 8
9 March 9,11,13	ER: Camera Rentals BOTH classes Editing Techniques	Work Period Advanced Premiere Editing In-Class
10 March 16,18,20	Post-Production VP #2 Peer Critique in-class	Work Period VP #2 Draft Due Mar 15
11 March 23, 25, 27	SKILLS QUIZ	Quiz/Work Period VP #2 Final Due March 29
12 Mar30, Apr 1, 3	Final Screenings	Group Peer Review Due April 5

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 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.* 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

Require academic accommodations to lessen the impact of your disability, please register with the AS office at the beginning of each academic term.