

University of Waterloo
Stratford School of Interaction Design and Business
GBDA 202
Digital Media Project 2: Storytelling and Production
Winter 2021: Remote

Instructor: Laura Fong

ZOOM Drop-In Office Hours: Wednesdays 2:00-3:00 PM

<https://us02web.zoom.us/j/81189256584?pwd=QldVM2xPb0hGWUZ3SW9PYXNYc2NyZz09>

ZOOM Meeting ID: 811 8925 6584

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GBDA 202 Slack Workspace https://join.slack.com/t/gbda202winter2021/shared_invite/zt-kpdz31w2-WN37~eG1ZqLZWQCCxjlh8w

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 visual communication of ideas through visual storytelling practices that draw on the dynamics of digital media. Audio projects are expected to be edited in Adobe Audition, and video projects are to be edited in Adobe premiere.

Course Structure

The course is asynchronous, and students have already been provided equipment. This course will be delivered in three modules. Each module consists of both instruction and production weeks. During instruction weeks there will be recorded lectures, required tutorials, and weekly assignments (5). During instructional weeks, there will be optional Wednesday workshops held on Zoom covering practical skills, like collecting audio, lighting for video, and more. There is one individual and two group projects, and one in-class skills quiz. Peer Evaluations are worth 10% of your final grade.

There are no required textbooks in the class, and there is a generous discount on the Adobe Creative Suite student subscription that can be purchased through the University store. Go to the W store, login using your UW username and password and order your term or year subscription to Adobe CC. Each **MONDAY**, weekly instructions will be posted in LEARN in that week's module. Instructional Videos will be posted on **TUESDAYS**. It will outline what you should be working on that week, remind you of things that are coming due, and give you some feedback on the previous week if applicable. All of your assignments are to be submitted on LEARN, due Sundays at midnight. We will also be using **Slack** and **Notion** for group projects.

Course Expectations

Wednesday Workshops are optional and will be recorded for those who cannot attend. It is also expected that you take responsibility by reaching out if you are having any difficulty in the class, or you are falling behind. If you could use additional modifications due to an Accessibility Services waiver, please reach out at any time.

Readings and Tutorials on LEARN

You will see weekly tutorials from various sources that include LinkedIn Learning.

To access LinkedIn Learning:

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

Course Goals and Learning Outcomes

1. Acquire and expand individual skills and technical knowledge of video production, audio recording and animation to produce narrative content using Adobe Audition(AU), Premiere Pro (PP) and After Effects (AE) through both practice and self-directed learning.
 - In-class exercises
 - Self-directed learning using LinkedInLearning.com
2. Understand, formulate and apply effective pre-production skills: planning, research, storyboarding, and narrative construction through examination of traditional and historical storytelling methodology
 - Apply storyboarding and scriptwriting techniques to group and individual projects
 - Understand and apply plot diagramming and story structure
3. Demonstrate a professional work ethic individually and in teams: positive and productive team communication, consistently meeting deadlines, delegate and employ multiple production roles, and establish a pre and post-production workflow
 - Work in individual roles withing groups in to achieve a final project
 - Formulate and schedule and plan for execution of project
4. 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.
 - Create projects that challenge everyone in the group to learn new skills
 - Collaborate and execute ideas as a team
5. Use critical thinking to assess the strengths and effectiveness of peer and personal projects, give constructive feedback to your group members and classmates in support of their success, and to

self-reflect. assessing the strengths of one's team members to provide actionable and constructive criticism on projects

- Measure the strengths and the shortcomings of your team and develop realistic projects
- Develop useful critiques for your peers to encourage their success

6. Reflectively evaluate one's own performance and examine skills that need improvement. Seek and actively listen to peer feedback and incorporate into the next iteration creating your own workflow and work ethic.

- Reflect on individual strengths and areas that need improvement
- Evaluate individual performance in the group and ask for help if you need it

7. Recognize and implement the benefits of media ethics, best practices, and professionalism.

- Understand and apply the rules of copyright and Intellectual Property
- Implement the professionalism rubric in group project

8. Implement self-directed learning tools in remote learning

- Practice communication skills in remote group work
- Use collaborative online tools for collaboration and communication
- Ask for help when needed

Course Requirements and Assessment

**Assignments are to be submitted to LEARN unless otherwise specified. All Assignments due Sundays at midnight.

Assessment	Description	DUE	Weight
Audio Assignment	Plan (30)	Week 2	10
	Draft (0) (optional)	Week 3	
	Final (70)	Week 4	
Group Project 1	Plan (30)	Week 4	20
	Draft (0) (optional)	Week 6	
	Final (70)	Week 7	
Group Project 2	Plan (30)	Week 9	20
	Draft (0) (optional)	Week 12	
	Final (70)	Week 13	
Weekly Assignments	Hard Deadlines 1. Sunday Jan 31 2. Sunday March 7 3. Sunday March 7 4. Sunday April 18 5. Sunday April 18	Weekly OR End of Each Module. Weekly assignments will not be accepted after hard deadlines.	20
Skills Quiz		April 19-25	10
Group Peer Evaluation		Sunday March 7 (10) Sunday April 25 (10)	20
		TOTAL	100

1.Audio Assignment (10)

This is an individual assignment. You will visit somewhere and describe it, and include sounds of your journey there and back, as well as additional sound to emphasize your story and a music track. We're all under Covid-19 restrictions, so be creative. Maybe you're picking up takeout, or groceries, or going for a walk to deliver something to a friend. Maybe you're going to the kitchen to make some food. Or to the basement to workout. Have fun with it, see if you can capture something that is only happening because of Covid-19, that wouldn't have been possible to capture if it weren't for the lockdown.

2.Group Video Project 1: The Two-Camera Interview (20)

In your assigned groups you will research, plan, shoot, produce and edit a two-camera interview. Your finished video will be **3-5 minutes**, and will include title slides, lower thirds, and the effective use of sequencing, b-roll, and 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 a family member for this assignment the goal is to capture who they are with video and audio and present a tight edit. An edit that if the subject saw it they would say, *"yep. That's who I am."*

3.Group Video Project 2: Narrative/Commercial/Documentary (20)

Your second group video project can be a Commercial Video, Scripted Fiction or a Narrative Documentary Video In your assigned groups you will take on different roles from project 1. You will research, plan, shoot, produce and edit produce a 5-minute film that is a documentary, a commercial/ promotional video, or a fictional narrative film of an original screenplay written by your group that incorporates live action video and production sound.

4. Weekly Assignments (20)

You will have a total of 5 Weekly assignments, that have hard and soft deadlines. Turn them in during instruction weeks, and you will have your production weeks free of assignments. If you choose to, you can submit them at the end of the module with no penalty. ***However, these assignments will not be accepted after the hard deadline. Students who do not meet these hard deadlines will receive a zero on weekly assignments.***

5. Hands-On Skills Quiz (10)

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.

6.Working in Groups/Peer Review (20)

Much of what you do in this course, including peer critique demonstrates your ability to work together in teams, and to help one another to learn new skills and become better team members. You will conduct a peer evaluation after each of the group projects, each is worth 10% of your final grade, for a total Peer evaluation grade of 20% of your final grade.

Weekly Schedule: NEW! With sprints

WEEK	Topic	Workshops	Audio/Video	Weekly
1 Jan 11	Intro, Syllabus, Copyright Refresher		Group Assignments Group contracts	
2 Jan 18	Module 1 Audio Kit Refresher Microphone Refresher Remote Work Refresher		Audio Production Plan Due	Weekly Assignment: Audio Due end of week 3
3 Jan 25	AUDIO PRODUCTION SPRINT	Wednesday Workshop 1:00 pm : AUDIO KITS	Audio Draft Due (optional, ungraded)	Module 1: Weekly Assignment Due
4 Feb 1	Module 2 Cameras and Shooting refresher What's New In Premiere Multicam editing		Production Plan Due Audio FINAL Due	Weekly Assignment: Due End of Week 7
5 Feb 8	Cameras, mics and lighting Interview questions/ transcription/string out Lighting for video b-roll and transitions, sequencing			Weekly Assignment: Due end of Week 7
Feb 15	READING WEEK Feb 13-21			
6 Feb 22	VIDEO PRODUCTION SPRINT #1	Wednesday Workshop 1:00 pm :TBD	Video 1 Draft Due (optional, ungraded)	
7 March 1	VIDEO PRODUCTION SPRINT #1	Wednesday Workshop 1:00 pm :TBD	Video 1 Final due Peer Evaluation 1	Module 2: Weekly Assignments DUE
8 March 8	Video 1 Screening			
9 March 15	Module 3 Advanced Storytelling After Effects		Production Plan Due	Weekly Assignment: Due End of Week 12
10 March 22	Advanced Editing Techniques			Weekly Assignment: Due End of Week 12
11 March 29	VIDEO PRODUCTION SPRINT 2	Wednesday Workshop 1:00 pm :TBD		
12 April 5	VIDEO PRODUCTION SPRINT 2	Wednesday Workshop 1:00 pm :TBD	Video 2 Draft Due (optional, ungraded)	
13 April 12	VIDEO PRODUCTION SPRINT 2	Wednesday Workshop 1:00 pm :TBD	Video 2 Final Due Peer Evaluation 2	Module 3: Weekly Assignments DUE
Exam Week April 19	Final Video Screening on Zoom Skills Quiz			

Contacting your Instructor

- Your instructor can be contacted at the above email, or by DM on Slack.
- ZOOM Drop-In Office Hours: Wednesdays 2:00PM-3:00PM
- <https://us02web.zoom.us/j/81189256584?pwd=QldVM2xPb0hGWUZ3SW9PYXNYc2NyZz09>
ZOOM Meeting ID: 811 8925 6584
ZOOM Passcode: 902254
- Individual meetings can be made by appointment using Calendly
<https://calendly.com/laurafong>

My COVID Policy

The global pandemic has affected all of us. If you are struggling, please don't hesitate to reach out. These are unprecedented times, and you may find yourself having unprecedented needs. If I can be of any assistance, please let me know. I support your success in this class and will work with you to overcome any increased difficulties due to Covid-19.

Equipment and Media Services

Due to University Covid-19 policies and procedures, Media Services in Stratford will be doing Curbside Pickup. Please contact stratford.digitalmedia@uwaterloo.ca for details.

Late Work

Weekly assignments have hard and soft deadlines. Turn them in during instruction weeks, and you will have your production weeks free of assignments. If you choose to, you can submit them at the end of the module with no penalty. However, these assignments will not be accepted after the hard deadline. Students who do not meet these hard deadlines will receive a zero on weekly assignments. If you are ill and require an extension, please see the next section.

Your audio project, or group videos 1 and 2 will be accepted late until April 14, with a 10%/DAY late policy.

The best way to navigate late work is to remain in contact with your instructor and reach out if you are falling behind.

Attendance and Illness

Students who are ill or unable to meet the assignment due dates or complete any graded assessments must provide documentation verifying the events that have precluded them from meeting their academic deadlines. When illness is the cause of a missed deadline, students should seek medical treatment and **provide confirmation of the illness to the instructor(s) within 48 hours by submitting a completed University of Waterloo Verification of Illness form** to support requests for accommodation due to illness. In addition, your instructor reserves the right to accept said documentation to excuse you from graded assignments. *False claims of illness and/or the submission of false supporting documentation of extenuating circumstances constitute an academic offence that will result in disciplinary action under **Policy 71**.*

Ethical Design and Research

All members of the University are required to adhere to [UW Policy 33: Ethical Behaviour](#), and as members of the Stratford School of Interaction Design and Business community we are committed to ethical design and practice. The projects we work on, including our course products, services, and business ideas, are grounded in principles of fairness, accessibility, equity, and fundamental respect. Any learning or research activities involving human participation, including observation, usability testing and the use of data, is to be conducted in a manner that is sensitive to the inherent worth of all human beings and the respect and consideration that they are due. If your work requires the use of human participation, please let your instructor know what activities you are planning to ensure that you are engaging in methods that help you gain the insights you need while maintaining the integrity, safety and well-being of your participants. For more information on research conducted with human subjects, please refer to the [Office of Research Ethics' guidelines](#).

Plagiarism

From University Policy 71: “plagiarism - presenting, whether intentionally or not, the ideas, expression of ideas or work of others (whether attributed or anonymous) as one’s own in any work submitted whether or not for grading purposes”

<https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-71>

Please see the document regarding Copyright & IP posted on the home page of your LEARN course, which includes instructions for correct attribution. It is expected that students adhere to copyright law and not use copyrighted material in their assignments. Nor is it acceptable to submit work that you did not create, or that you did not create this term.

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.

Important Dates Winter 2021

Classes Begin	Jan. 11	Reading Week	Feb. 13-21
Drop/Add Deadline	Jan. 22	Deadline for 50% tuition refund	Feb. 26
WD with 100% Tuition Refund	Jan. 29	Scheduled Pauses (Days off)	March. 15, 16
Drop w WD begins	Jan. 30	Classes End	Apr. 14