GBDA 202: DIGITAL MEDIA PROJECT 2

Winter Term 2022

University of Waterloo

Stratford School of Interaction Design and Business

DMS 2129

Contact Information

Instructor: Jonathan Baltrusaitis

Office: DMS 2018, Dana Porter Library on Waterloo Campus, or Zoom online.

Office Hours: by appointment (please email or approach me in class to schedule).

Email: jbaltrus@uwaterloo.ca

TAs:

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Announcements

I will use the **Announcements** widget on the Course Home page during the term to communicate new or changing information regarding due dates, instructor absence, etc., as needed. You are expected to read the announcements on a regular basis.

To ensure you are viewing the complete list of announcements, you may need to click **Show All Announcements**.

Discussions

We have provided an [Ask your Prof](#) discussion forum for you to use when you have a question about the course that may benefit the whole class. Check this forum to see if your question has already been answered before reaching out to the instructor or your TAs.

Contact Us

Who and Why	Contact Details
Instructor and TA • Course-related questions (e.g., course content, deadlines, assignments, etc.) • Questions of a personal nature	**Post your course-related questions** to the **Ask your Prof** discussion topic*. This allows other students to benefit from your question as well. **Questions of a personal nature** can be directed to your instructor. **Instructor:** Jonathan Baltrusaitis, jbaltrus@uwaterloo.ca **TAs:** Erin Coughenour epcoughenour@uwaterloo.ca Melody Huynhton melody.huynhton@uwaterloo.ca The instructor checks email and the [Ask your Prof](#) discussion topic* frequently and will make every effort to reply to your questions within 48 hours, Monday to Friday. When emailing the instructor, please indicate the course code and your section in the subject line.
Technical Support • Technical problems with Waterloo LEARN	learnhelp@uwaterloo.ca Include your full name, WatIAM user ID, student number, and course name and number. Technical support is available during regular business hours, Monday to Friday, 8:30 AM to 4:30 PM (Eastern Time). [LEARN Help Student Documentation](#)

Student Resources	Please consult [Student Resources](#) to discover other important links to departments dedicated to helping you with problems big and small. We at the University of Waterloo want you to succeed, and will help you any way we can. • Academic advice • Student success • WatCards • Library services and more

*Discussion topics can be accessed by clicking **Connect** and then **Discussions** on the course navigation bar above.

Course Description and Learning Outcomes

Course Description

This course emphasizes the production fundamentals of video design. Students produce treatments, scripts, storyboards, and production plans for a variety of short video projects. Students learn a theoretical vocabulary to analyze, critique, evaluate, and communicate about their projects. The course serves as a hands-on digital media lab where students acquire skills in using a variety of software and digital equipment.

Learning Outcomes

By the end of this course, students should be able to:

- Conceive and develop video and audio productions to achieve communication goals with available resources.
- Create a compelling treatment and practical production plan to execute a video or audio production.

- Use creative problem solving skills to overcome production challenges at various stages of the production process.

- Analyze peer's work to identify areas for improvement and deliver effective, constructive critical feedback.

- Structure an engaging, compelling narrative.

- Shoot video with technical proficiency and an understanding of cinematic grammar.

- Animate text and graphics.

- Record audio with technical proficiency and create convincing audio soundscapes.

- Edit and publish video and audio for a variety of distribution strategies and formats.

- Work with peers collaboratively, leveraging the interests, skills and experiences of individuals within a group.

- Recognize and implement the benefits of media ethics, best practices, professionalism while respecting copyright and intellectual property rules.

Grade Breakdown

The following table represents the grade breakdown of this course.

Activities and Assignments	Weight (%)
Project 1: Individual Motion Graphics Video	20%
Project 2: Individual Scripted Audio Production	20%
Project 3: Group Video Production	25%
Weekly Exercises Portfolio	20%
Case Studies Portfolio	5%

Work Journal and Peer Evaluation	10%

Assignment Breakdown

See **Assignments** for individual assignment detail and **Schedule** for due dates.

Your Instructor

I come from a film and television background. Most of my work is in long-form broadcast documentary covering difficult subjects such as [internet trolls](#)   (the tension between censorship vs. free speech) and [indigenous land use rights.](#) My goal as a storyteller is to always portray people and situations with empathy and balance, and to uncover the deeper complexities affecting their lives.

This is my eighth year of teaching in GBDA. I love working with GBDA students because they come to the program from a wide variety of backgrounds and interests. The skills you will learn in this course will be invaluable to you in the future, even if you never pick a camera up again after graduation; you'll see!

In 2017 I undertook a Masters degree in the University of Waterloo's English XDM program (Experimental Digital Media) and studied the potentialities of augmented reality (AR) to enable traditionally marginalized voices in civic spaces, creating a new form of monument that combines physical sculpture and digital storytelling. I found it so stimulating that I'm currently expanding on that research as a PHD student.

photo credit: Micah Brenner 2019

Materials and Resources

There is no textbook for this course. Materials will be posted to LEARN to complement coursework.

Students should register for [LinkedIn Learning](#) if they have not already done so, as occasional self-guided software tutorials will be assigned as homework.

Other Materials

We will be using [Adobe Creative Cloud](#) software in this course (Adobe Premiere Pro, Adobe Audition and Adobe After Effects). Students are

responsible for bringing a computer to class with the required software installed and working.

An **external hard drive** (USB) is strongly recommended for media storage and backup. A USB thumb drive will also be useful for sharing files with the instructor and your peers.

To complete projects for this class students will need to use the campus Media Labs and especially Media Services (the equipment room). For information about both please see the [Resources and services page.](#)   Students are responsible for booking their equipment in a timely fashion to be able to complete projects on time. Some equipment is in limited supply and available on a first-come, first-serve basis, so book early.

Resources

[Library COVID-19: Updates on library services and operations](#)   .

Course and Department Policies

Deadlines and Late Assignments

Deadlines are posted in class schedule.

For all assignments, the instructor will consider granting an extension in the event of an officially documented extenuating circumstance (that is, serious personal illness, critical personal or family crisis, etc.). If a situation arises that may prevent you from completing an assignment, contact the instructor as early as possible.

Course Modification Warning

The instructor reserves the right to modify elements of the course during the

term. If a modification becomes necessary, reasonable notice and communication with the students will be given with explanation. It is the responsibility of the student to check their University of Waterloo email and course website on LEARN daily during the term and to note any changes.

University Policies

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. [Check the Office of Academic Integrity 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 . 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 an academic offence, 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 instructor, academic advisor, or the undergraduate associate dean. For information on categories of offences and types of penalties, students should refer to Policy 71, Student Discipline . For typical penalties, check Guidelines for the Assessment of Penalties .

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: [AccessAbility Services](#) , located in Needles Hall, Room 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 AccessAbility Services at the beginning of each academic term.

Turnitin.com: Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit the alternate assignment.

Coronavirus Information

The [COVID-19 Information](#) website provides updated information on COVID-19 and guidance for accommodations due to COVID-19.

Mental Health Support

Everyone needs a support system. We encourage you to seek out mental health supports and resources when you need them. You can reach out to [Campus Wellness](#) and learn about the services available to promote your mental health and well-being.

We understand that these circumstances can be troubling, and you may need to speak with someone for emotional support. [Good2Talk](#) is a post-secondary student helpline based in Ontario, Canada that is available to all students.

Off campus resources, 24/7

- [First Nations and Inuit Hope for Wellness Help Line](#): Immediate help for all Indigenous peoples across Canada. Phone: 1-855-242-3310 or online chat at [hopeforwellness.ca](#). Service available in Cree, Ojibway, Inuktitut, English, and French.

- [Good2Talk](#): Free confidential help line for post-secondary students. Phone: 1-866-925-5454

- [Grand River Hospital](#): Emergency care for mental health crisis. Phone: 519-749-433 ext. 6880

- [Here 24/7](#): Mental Health and Crisis Service Team. Phone: 1-844-437-3247

- [OK2BME](#): set of support services for queer teens in Waterloo. Phone: 519-884-0000 extension 213

Territorial Acknowledgement

The University of Waterloo is built on land inhabited by human beings for 10,000 years. 1000 years ago people began to farm here and settlements grew. Imagine a busy town of 800 people with twenty long houses, fields of corn, beans and squash, fruit and nut trees and other villages nearby. Then terrible diseases came, and thousands of people died. European settlers arrived with the intent to farm and build on this land 200 years ago. They did so despite a treaty called "The Haldiman Proclamation" that promised this land to the Neutral, Anishinaabe, and Haudenosaunee peoples. It is important for us to remember

that here, on this ground, we are a part of a continuing history. And it is important for us to reconcile with the people this land was promised to. Acknowledging the history that has led to here and now is an important step into the future of this land, and this place.

For a locative media version of this land acknowledgement, stand outside somewhere on campus and listen to this [recording](#) .

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