

GBDA 228: Digital Imaging
University of Waterloo Stratford Campus
Global Business and Digital Arts
Winter 2014 - Sections 1 & 2

Instructor: Stephenie Koerne

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Lecture Time: Tuesdays - 9am-11:50am (Section 002), 1pm-3:50pm (Section 001)

Location: TBD

Description:

From the catalog:

In this course students are introduced to digital tools through a series of exercises and assignments that cultivate both artistic expression and technical skill. Topics include photography, design, typography, and critical and cultural theory taught from a fine art perspective.

[Note: Studio course. Previous experience with digital image manipulation is useful.] Prereq: GBDA 101; one of FINE 130, VCULT 100/FINE 102, VCULT/FINE 101 (Cross-listed with FINE 228)

Specific to Winter 2014:

GBDA 228 is a project-based course providing students with practical experience in exploring the role of visual design in the application of App Design and Web Design. Students will use their artistic and technical skills in the areas of photography, graphic design, typography, etc. to complete two major projects. **Note:** This course will not cover the back-end coding aspect of App Design.

Objectives:

This course is designed to give students a deeper understanding of working in a design based field through experiential learning and practical production projects using digital media tools. As the course progresses students will:

- Develop a critical eye in relation to digital media and graphic design
- Become proficient with the tools necessary to create digital content as pertaining to App Design and Web Design
- Learn the best practices for planning and executing design work
- Work as individuals and as members of teams
- Develop visual problem solving skills

Course evaluation:

Participation (attendance, discussions, critiques, in-class activities) - 25%

Project 1: App Design - 35%

Project 2: Web Design - 40%

NOTE: There is no final exam for GBDA 228.

Required materials:

- 9"x12" (or similar) sketchbook

Required and recommended readings:

Links to required readings will be provided to students via Learn. These readings should be reviewed prior to the relevant lecture. Topics covered in the readings will provide students with contextual information necessary for completing course assignments and participating in class discussions. It is the students responsibility to check Learn on a regular basis for updates.

A list of recommended readings (books, websites, etc.) will be compiled on Learn throughout the term.

Assignments:

Specific assignment instructions, including grade breakdowns, will be made available during the course of the term.

Written statements and sketchbooks:

The two major projects in the course will require a written statements outlining the intent/design choices used for the project. Statements are to be submitted at the same time as the project and will not be accepted if late. Failing to provide written statements will impact the projects grade. All written statements should be submitted in .doc or .docx format.

For the two major projects, *each student* is required to keep a sketchbook, recording their thoughts and ideas (brainstorming, thumbnails, storyboards, etc.) during the course of the term. The sketchbook must be submitted with the project on the due date.

Attendance and participation:

The nature of the course requires students to actively participate. As such, there will be in-class activities scheduled throughout the term that require student attendance and participation. As such, *students are expected to attend all classes*. The instructor should be notified of any eligible anticipated absences well in advance of the class date.

Deadlines and late submissions:

All assignments must be handed in on the due date, as indicated in the course schedule. Assignments submitted late without approved extensions will be subject to late penalties or 10% per week up to a maximum of 50%. After that time a grade of 0% will be assigned for the late work. Late penalties are not recoverable except where official documentation has been provided. Extensions to deadlines will be granted only in cases of illness or emergency where properly verified documentation is submitted.

Resources

Software and lab space:

This course is designed around projects that will require students to utilize various software, which students are able to access at the Stratford campus and also on the main campus in the Arts Mac Lab located in East Campus Hall, Room 1205. Open lab times will be posted when they are available. Students will be required to work on their projects both in and outside of structured class times. The computer labs are provided for this purpose.

Workshops and Lynda.com tutorials (recommended):

This course covers a variety of software titles and while some software demonstrations will be done in class, time constraints prevent comprehensive lessons. Students are encouraged to attend workshops that will be offered throughout the term for additional instruction (topics and times will be announced on Learn and in the GBDA weekly updates).

Also, through lynda.com a list of five course related tutorials have been chosen by the instructor to supplement software specific learning. An invitation email will be sent to students from the instructor once classes have commenced. Please do not sign up before this email has been received. The cost for these tutorials will be approximately \$35.00 in total for the term, paid directly to lynda.com.

Additional online resources will be posted to Learn throughout the term.

Schedule (Tentative)

Every effort will be made to adhere to the schedule of activities and events outlined below. However, it is subject to change as unforeseen circumstances arise.

Date	Lecture topics/Activities	Assignments due
January 7, 2014	<ul style="list-style-type: none">• Course introduction; review syllabus• Introduction to App Design• Assign Project 1• In-class activity - Brainstorming• Assign teams	<ul style="list-style-type: none">• Team work agreement due by end of class
January 14, 2014	<ul style="list-style-type: none">• Principles of design• Logo and icon design• In-class activity - Storyboarding	<ul style="list-style-type: none">• Mission statement, market research and competition analysis outline due to Learn dropbox by 11:59pm
January 21, 2014	<ul style="list-style-type: none">• Color theory• Typography• In-class activity - Mock-ups	<ul style="list-style-type: none">• Storyboards due to Learn dropbox by 11:59pm

Date	Lecture topics/Activities	Assignments due
January 28, 2014	<ul style="list-style-type: none"> • Wireframing • In-class activity - Usability testing 	<ul style="list-style-type: none"> • Visual concept outline due to Learn dropbox by 11:59pm
February 4, 2014	<ul style="list-style-type: none"> • No class - PM session 	<ul style="list-style-type: none"> • Re-design outline due to Learn dropbox by 11:59pm
February 11, 2014	<ul style="list-style-type: none"> • Project 1 team presentations 	<ul style="list-style-type: none"> • Project 1 due (all components) at start of class
February 18, 2014	<ul style="list-style-type: none"> • No class - Reading Week 	
February 25, 2014	<ul style="list-style-type: none"> • Introduction to Web Design • Using images and graphics • Assign Project 2 • In-class activity - Brainstorming 	
March 4, 2014	<ul style="list-style-type: none"> • Intro to HTML and CSS • In-class activity - Storyboarding 	<ul style="list-style-type: none"> • Mission statement and website analysis outline due to Learn dropbox by 11:59pm
March 11, 2014	<ul style="list-style-type: none"> • Wireframing • In-class activity - Mock-ups 	<ul style="list-style-type: none"> • Storyboards due to Learn dropbox by 11:59pm
March 18, 2014	<ul style="list-style-type: none"> • Using CSS • Incorporating interactive elements • In-class activity - Usability testing 	<ul style="list-style-type: none"> • Visual concept outline due to Learn dropbox by 11:59pm
March 25, 2014	<ul style="list-style-type: none"> • In-class activity - Work on project 2 	<ul style="list-style-type: none"> • Re-design outline due to Learn dropbox by 11:59pm
April 1, 2014	<ul style="list-style-type: none"> • Project 2 team presentations 	<ul style="list-style-type: none"> • Project 2 due (all components) at start of class

Course Policies

Contacting the instructor:

Students should be advised that when contacting the instructor via email (preferable) or the “Ask the Instructor” discussion board in Waterloo LEARN, it may take a full 48 hours to receive a response during normal business days (Monday-Friday).

“No Access” due to un-arranged fees:

Students that have not arranged their tuition fees for the current academic term at the University of Waterloo will find that they are unable to access the classroom support system “Waterloo LEARN”. Students are required to make certain that their fees are arranged before the term has commenced. Students in this situation should immediately contact: **Student Accounts, Room NH1110, studentaccounts@uwaterloo.ca, X38466.**

Loss of grades because a student cannot access course materials due to having un-arranged fees is not the responsibility of the instructor. No accommodations for late work or special arrangements for due dates will be made for students that have not arranged their fees. Late marks in this situation are not recoverable.

Attention to detail:

Students should always follow the specifications listed in the project instructions, for instance: the use of specific filenames when submitting projects, deadlines and grading rubrics. Failure to do so can result in the loss of project specific grades

Computer failures/technical problems:

It is strongly recommended that students backup their work frequently and to multiple places. Computers suffer failures all of the time. Students should anticipate this in their workflow. Investing in a USB thumb drive or external hard drive is always a good idea when working in a class that makes use of digital equipment. Work that is late due to a computer failure is subject to all standard late penalties.

Team work:

All team assignments and activities will be accompanied by a **Team Assignment Disclosure Agreement** that must be filled out and signed by all members of the team.

Team work is not an excuse to offload individual responsibility to fellow team members. Team members will have the opportunity to provide feedback about all other members of the team to the instructor for grading consideration of team work. Instances of unresolvable team member disagreements should be brought to the attention of the instructor and/or TAs as soon as possible and before team work is due.

University Policies

Cross-listed courses:

Please note that a cross-listed course will count in all respective averages no matter under which rubric it has been taken. For example, a PHIL/PSCI cross-list will count in a Philosophy major average, even if the course was taken under the Political Science rubric.

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.

Discipline:

A student is expected to know what constitutes academic integrity, to avoid committing academic offences, and to take responsibility for his/her actions. 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, <http://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-71>.

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, <http://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70>. In addition, consult <http://arts.uwaterloo.ca/student-grievances-faculty-arts-processes> for the Faculty of Arts' grievance processes.

Appeals:

A student may appeal the finding and/or penalty in a decision made under Policy 70 - Student Petitions and Grievances (other than regarding a petition) or Policy 71 - Student Discipline if a ground for an appeal can be established. Read Policy 72 - Student Appeals, <http://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-72>.

Academic Integrity website (Arts):

http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html

Academic Integrity Office (uWaterloo):

<http://uwaterloo.ca/academic-integrity/>

Accommodation for Students with Disabilities

Note for students with disabilities:

The AccessAbility Services (AS) Office, located in Needles Hall, Room 1132, 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.

Plagiarism and Copyright

The offence of plagiarism as defined by Policy 71 (Student Discipline) includes visual and aural plagiarism of works of art (drawings, photographs, graphics, video, sound, ideas, etc. conceived/made by other artists). The rules of conduct that apply to text-based work at the University of Waterloo also apply to work completed for studio-based assignments and research. There are two issues to consider with visual and aural plagiarism: ethics, i.e. expectations related to academic integrity as outlined in Policy 71; and copyright infringement, for which you could also be legally liable. Plagiarism and copyright infringement occur when you create an artwork that is substantially similar to the original source. For example,

making a drawing in pencil based on a photograph that you find in a magazine may constitute plagiarism and be an infringement of copyright.

Please take note of the following points:

- All work submitted for evaluation must be your own. If the submitted work is determined not to be your own, the Academic Discipline Procedure of Policy 71 will be invoked.
- If you use any visual or aural material, such as images from the internet, magazines, books, websites of other artists, or from any source that can be cited, you must acknowledge/cite those references. Failure to do so will be deemed a violation of academic integrity and possibly an infringement of copyright and the Academic Discipline Procedure of Policy 71 will be invoked.
- If you are using visual or aural material that you have not made yourself, you must make an appointment with your instructor/s to discuss the ramifications of using 'found' or 'appropriated' material.
- Any original images used as the basis for any work you create – whether manipulated digitally or manually, or otherwise incorporated or appropriated for your work – must be properly cited, and must accompany your final work at the time of submission or evaluation.

A note on copyright free and Creative Commons:

Resources are available in the public domain that are identified as copyright free or that fall under licenses from Creative Commons. Public domain is a term used for works that are not protected by copyright law. If an image is in the public domain then you are allowed to use it—to copy it, to manipulate it and to distribute it. Works identified as Creative Commons allow varying degrees of use. In this case, the authors decide how you can use their images.

Helpful Links:

- CARFAC (Canadian Artists Representation / Le front des artistes canadiens) <http://www.carfac.ca>
- Wikimedia Commons and Flickr have databases of digital files that are available for use. However, you need to check the conditions of use as they vary: http://commons.wikimedia.org/wiki/Main_Page; <http://www.flickr.com/creativecommons/>
- The Copyright Act in Canada was recently amended to reflect the current digital landscape. To find out more about the "Copyright Modernization Act", check out: <http://balancedcopyright.gc.ca/eic/site/crp-prda.nsf/eng/home>
- The following is a conversation that occurred on the US-based site, Copyright Advisory Network. It answers some of the basics related to US Copyright, images and fair use: <http://librarycopyright.net/forum/view/1456>
- The following document defines works in the public domain for United States as of January 1, 2013: <http://copyright.cornell.edu/resources/docs/copyrightterm.pdf>