

University of Waterloo Stratford Campus
GBDA 228: Digital Imaging
Winter 2015
Section 2, Tuesday 1:00-3:50 PM, DMS 2024

Instructor and P.A. Information

Instructor: Brian Cullen

Office: Stratford Campus RM 2018

Office Hours: Tuesday, and by appointment

Email: bcullen@uwaterloo.ca

Project Assistant: Julia Guo

Email: 54guo@uwaterloo.ca

Course Description

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 covered in the course include photography, design, typography, and critical and cultural theory, for the purpose of Web Design and App Design.

NOTE: This course is a studio course, and its primary focus will be on design. However, coding for the purpose of Web Design, and basic App Design will be covered.

Course Goals and Learning Outcomes

This course is designed to give students an understanding of working in a professional design based field through experiential learning and practical production projects using digital media tools. The course will culminate in the completion of two major projects.

Upon completion of this course, students should be able to:

1. demonstrate the ability to work together in a design team environment.
2. understand and employ all aspects of the design process in projects.
3. develop working prototypes for websites and apps.
4. be familiar with different design theories and terminology.
5. demonstrate proficient knowledge and usage of the tools necessary for website and app development.
6. develop a critical eye in relation to the critique, creation, and execution of design and digital media

Required Text

- Web Style Guide, 3rd Edition (available online)
by Patrick J. Lynch and Sarah Horton
Yale University Press | ISBN 978-0300137378
- TBD

You may purchase a hard copy, or use the online version.

Readings Available on LEARN

- TBD

Recommended Text

- TBD

Course Requirements and Assessment

Assessment	Approximate Date of Evaluation	Weighting
Participation and Attendance	Ongoing	15%
Class Labs / Assignments	Ongoing	25%
Web Design Project	February 10, 2015	30%
App Design Project	April 6, 2015	30%
Total		100%

Some assignments will be done as individuals, others as a team. However, all grades will be assessed on an individual basis.

NOTE: There is no final exam for this course.

Participation and Attendance

The mark will be assessed on attendance and participation in class discussions, project critiques, project presentations, and class labs.

Class Labs/Assignments

This mark will be comprised of work done during class labs, and assignments done outside of class. These assignments include blog posts, quizzes, tutorials, and team project work. Specific details to be provided during term.

Web Design Project

Students will work in pre-assigned teams to create a working website. Details will be provided at the start of term.

App Design Project

Students will work in chosen teams to create a working mobile app. Details will be provided during term.

Course Outline (Tentative)

Week	Date	Topic	Readings	Class Lab	Assignments	Due Dates
1	Jan 6	<ul style="list-style-type: none"> • Course introduction • Review syllabus • Assign Project 1 - Web Design • Web Basics <ul style="list-style-type: none"> • History • Standards and Accessibility • Terminology • Folder Structure and Asset Management • Web Dev/Design Process 	TBD	<ul style="list-style-type: none"> • Class Contract • Brainstorming / Wayback Machine 	<ul style="list-style-type: none"> ❖ Set-up Blog Portfolio, upload 1st post ❖ Introduction ❖ Terminology Quiz ❖ Codecademy ➤ Team Contract 	Jan 12
2	Jan 13	<ul style="list-style-type: none"> • Coding <ul style="list-style-type: none"> • Using HTML • Incorporating CSS 	TBD	<ul style="list-style-type: none"> • HTML Page • Add CSS 	<ul style="list-style-type: none"> ❖ Blog post: Website critique ❖ Codecademy ➤ Design Brief 	Jan 19
3	Jan 20	<ul style="list-style-type: none"> • Web Design <ul style="list-style-type: none"> • Color and Type • Images and Graphics • Page Layout • Using Grids • Copyright 	TBD	<ul style="list-style-type: none"> • Design Deck • Explore Type and Design 	<ul style="list-style-type: none"> ❖ Blog post: Explore Type and Design ❖ Codecademy ➤ Creative Brief 	Jan 26
4	Jan 27	<ul style="list-style-type: none"> • Information Architecture • Wireframing 	TBD	Page Structure	<ul style="list-style-type: none"> ❖ Blog post: Codecademy ➤ Content Inventory ➤ Sitemap 	Feb 2
5	Feb 3	<ul style="list-style-type: none"> • Responsive Design • Basic Scripting 	TBD	Usability Testing	<ul style="list-style-type: none"> ❖ Blog post: Re-design ➤ Project Wrap-up 	Feb 9
6	Feb 10	Project 1 Team Presentations			<ul style="list-style-type: none"> ➤ Project postmortem ➤ Submit Project 1 	Feb 16
7	Feb 17	Reading Week - No class				
8	Feb 24	<ul style="list-style-type: none"> • Assign Project 2 - App Design • Mobile App Design <ul style="list-style-type: none"> • History • App genres • Native vs. Mobile Web • Terminology • App Dev Process <ul style="list-style-type: none"> • Feasibility • Analysis 	TBD	<ul style="list-style-type: none"> • Team Contract • Brainstorming 	<ul style="list-style-type: none"> ❖ Blog post: Market Research ❖ Terminology Quiz ➤ Design Brief 	Mar 2
9	Mar 3	<ul style="list-style-type: none"> • App Dev Process <ul style="list-style-type: none"> • IxD, UX, UI • Visual Design 	TBD	User Profiles	<ul style="list-style-type: none"> ❖ Blog post: Competitive Analysis ➤ Creative Brief 	Mar 9

Week	Date	Topic	Readings	Class Lab	Assignments	Due Dates
10	Mar 10	<ul style="list-style-type: none"> • Wireframing • Prototyping 	TBD	Storyboards	❖ Blog post: Competitive Analysis	Mar 16
11	Mar 17	Asset Development (sound, video, etc.)	TBD		❖ Blog post: Competitive Analysis	Mar 23
12	Mar 24	<ul style="list-style-type: none"> • Developer Tools • Using Xcode 		Usability Testing	❖ Blog post: Competitive Analysis > Re-design > Project Wrap-up	Mar 29
13	Mar 30	Project 2 Team Presentations			❖ Project postmortem > Submit Project 2	Apr 6

- ❖ Individual Assignment
- > Team Assignment

Late Work

Late assignment submissions are not accepted. Extensions to deadlines will be granted only in cases of illness or emergency where properly verified documentation is submitted.

Electronic Device Policy

Students are expected to follow the University of Waterloo Stratford Campus Code of Professional Conduct. Beyond that, a class contract will be agreed upon and signed on the first day of class.

Attendance Policy

The nature of the course requires students to actively participate. This is a team-based project course which requires students to be present and engaged. *Students are expected to attend all classes.* Travel plans or missing the bus are not an acceptable reason for being absent. Emergencies will be handled on a case-by-case basis.

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. Computer failure or technical problems are not acceptable reasons for late work.

Team Work:

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 on projects. Instances of unresolvable team member disagreements should be brought to the attention of the instructor as soon as possible and before team work is due.

Institutional-required statements for undergraduate course outlines approved by Senate Undergraduate Council, April 14, 2009

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. See the UWaterloo Academic Integrity Webpage (<https://uwaterloo.ca/academic-integrity/>) and the Arts Academic Integrity Office Webpage (<http://arts.uwaterloo.ca/current-undergraduates/academic-responsibility>) 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 (<https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70>). 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 academic offenses and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offense, or who needs help in learning how to avoid offenses (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. For information on categories of offenses and types of penalties, students should refer to Policy 71, Student Discipline (<http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm>). For typical penalties check Guidelines for the Assessment of Penalties (<http://www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm>).

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 (<http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm>).

Note for Students with Disabilities

The Office for Persons with Disabilities (OPD), 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 OPD 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.

All externally sourced work, must be cited and submitted with the assignment or project. Not submitting a citations list will negatively impact the assignment grade.

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>