University of Waterloo Stratford Campus
GBDA 228: Digital Imaging
Winter 2016

Section 1, Tuesday 9:00-11:50 AM, DMS 2024

Instructor and P.A. Information

Instructor: Lisa Birke
Office: GBDA 2018
Office Hours: Stratford Campus: Tuesdays 12:00-1:00PM ; Main Campus: By appointment or 6-7pm ECH Fine Arts Library—two immediate right turns following main office/entrance
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Course Hashtag: #GBDADesigns

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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 design course, not a CS course, and its primary focus will be on front-end design. However, basic coding for Web Design, and App Design will be covered through skills workshops.

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 one major project, comprised of three separate components.

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. be familiar with different design theories and terminology.
4. develop a critical eye in relation to the critique, creation, and execution of design and digital media.
5. demonstrate proficient knowledge and usage of the tools necessary for web and mobile app development.
6. develop working prototypes for websites and mobile apps.

Required Text

- None

Readings Available on LEARN

- Readings will be made available via LEARN.

Recommended Text and Readings

- Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability
  Steve Krug, New Riders, ISBN: 978-0-321-96551-6

- See LEARN for recommended readings.

Course Requirements and Assessment

Assessment	Approximate Date of Evaluation	Weight
Participation and Attendance	Ongoing	15%
Assignments	Ongoing	25%
Course Project • Website Design • Mobile App Design • Social Media Plan	April 4, 2016	60%
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 <u>no</u> final exam for this course.

Participation and Attendance

This mark is assessed based on attendance for the duration of the term, participation in class discussions, project critiques, project presentations, and class activities.

Assignments

This mark will be comprised of assignments completed outside of class.

Web Design Project

Students will work in teams to create a working website re-design.

Mobile App Design Project

Students will work in teams to create a working mobile app prototype.

Social Media Plan

Students will work in teams to create a strategic social media plan to support the web and app project components.

Course Outline (Subject to Change)

Week	Date	Topic	Assignments	Due Date
		Design Sprint 1: Website Re-design		
0	Jan 4		• **Complete skills/personality survey**	**Jan 7**

1	Jan 5	**Lecture**
		• Introduction, administrative
		• Web basics
		  • History
		  • Standards and accessibility
		  • Terminology
		  • Folder structure and asset management
		
		Design Studio
		  • Monster Doodle
		
		The Design Process: Understand
		  • Introduce design challenge (client in class)
		  • Client Analysis
		  • Design Audit of existing site (class 2)
		  • Competitive Analysis (class 2)
		  • Stakeholder map
			• Codecademy: HTML & CSS 1
			• Hootsuite U, SCMD 115: The Dos & Don'ts of Social Media Etiquette
			• Weekly summary
			
			• Mini blog post 1: Explore Type and Design
				Jan 15
				
				Jan 22

	Jan 11	**GBDA 228 Skills Workshop**	**7–9 PM, ECH 1205**	

2	Jan 12	**Lecture**
		• HTML and CSS overview
		• Web Design
		  • Page layout
		  • Using grids
		  • Information architecture
		
		The Design Process: Define
		  • Visual Design
		  • Personas
		
		Design Studio
		• Field trip (?)
			• Team contract
			• Codecademy: HTML & CSS 2
			• Hootsuite U, SCMD 120: Social Media for Orgs.
			• Weekly summary
				Jan 22

	Jan 18	**GBDA 228 Skills Workshop**	**7–9 PM, ECH 1205**	

Course Outline (Subject to Change)

Week	Date	Topic	Assignments	Due Date
3	Jan 19	**Lecture** • Basic design principles review (as pertaining to web and app design) • Color theory • Typography **The Design Process: Diverge** • Brainstorming • Sketches	• Codecademy: HTML & CSS 3 • Hootsuite U, SCMD 121: Intro. to Social Networks • Weekly summary • Week 3 Course Survey	**Jan 29**
		Design Studio • Design Deck		
	Jan 25	**GBDA 228 Skills Workshop**	**7–9 PM, ECH 1205**	
4	Jan 26	**Lecture** • Images and graphics • Logos and icons • Copyright	• Codecademy: Make a Website • Hootsuite U, SCMD 125: Setting Social Media Profiles Up for Business Success • Weekly summary	**Feb 5**
		The Design Process: Decide • Zen voting • Team review • Thinking hats	• Style Guide	
		Design Studio • Team member trading cards	• Mini blog post 2: Transforming type	**Feb 12**
	Feb 1	**GBDA 228 Skills Workshop**	**7–9 PM, ECH 1205**	
5	Feb 2	**Lecture** • Responsive design • Scripting for interactivity • Wireframing	• Codecademy: JavaScript 1 • Hootsuite U, SCMD 150: Creating an Effective Social Media Strategy • Weekly summary	**Feb 12**

Course Outline (Subject to Change)

Week	Date	Topic	Assignments	Due Date
		The Design Process: Prototype • UX flow • Mockups • Wireframes **Design Studio** • Draw a new object interface		
	Feb 8	**GBDA 228 Skills Workshop**	**7–9 PM, ECH 1205**	

6	Feb 9	**Lecture**
		• Using social media for marketing
		  • Platforms
		  • Campaigns
		  • Analytics
		
		The Design Process: Validate
		• 1-minute presentations
		• User test
		• Stakeholder feedback
		• Technical feasibility check
		
		Design Studio
		• Post-it webpage re-design
			• Codecademy: JavaScript 2
			• Hootsuite U, SCMD 160: Intro. to Social Selling
			• Weekly summary
			• Week 6 Course Survey
				Feb 22

		**Feb 15-19 Reading Week - No class**		
	Feb 22	**GBDA 228 Skills Workshop**	**7–9 PM, ECH 1205**	
7	Feb 23	**Lecture** • Prototyping **The Design Process: Improve** • Re-design **Design Studio** • Telestration	• Codecademy: JavaScript 3 • Hootsuite U, SCMD 161: Generating & Sharing Content Effectively • Weekly summary • Mini blog post 3: TBD	**Mar 4** **Mar 11**
		**Design Sprint 2: Mobile App Design**		

Course Outline (Subject to Change)

Week	Date	Topic	Assignments	Due Date
	Feb 29	**GBDA 228 Skills Workshop**	**7–9 PM, ECH 1205**	

8	Mar 1	**Lecture**
		• App Design and Development
		  • Standards
		  • Terminology
		  • Feasibility
		  • Analysis
		
		The Design Process: Define
		  • Competitive Analysis
		  • Brainstorming (Coggle)
		  • Sketches (Paper)
			• Codecademy: JavaScript 4
			• Hootsuite U, SCMD 162: Growing Your Online Community
			• Weekly summary
			
			• User personas
				Mar 11

		Design Studio • Post-it flipbooks		
	Mar 7	**GBDA 228 Skills Workshop:**	**7–9 PM, ECH 1205**	
9	Mar 8	**Lecture** • Visual Design • Asset development	• Codecademy: jQuery 4 • Weekly summary • Week 9 Course Survey	**Mar 18**

		The Design Process: Design
		  • Zen voting
		  • Team review
		  • Thinking hats		

		Design Studio • Blind portraits	• Mini blog post 4: Personal logo	**Mar 25**
	Mar 14	**GBDA 228 Skills Workshop:**	**7–9 PM, ECH 1205**	
10	Mar 15	**Lecture** • IxD, UX, UI • Wireframing	• Codecademy: Make an Interactive Website • Weekly summary	**Mar 25**

		The Design Process: Develop
		  • UX flow
		  • Mockup
		  • Physical prototype
			• Style Guide	**Apr 4**

Course Outline (Subject to Change)

Week	Date	Topic	Assignments	Due Date
		Design Studio • Draw a watch interface		
	Mar 21	**GBDA 228 Skills Workshop:**	**7–9 PM, ECH 1205**	
11	Mar 22	**Lecture** • Prototyping • Developer tools	• Weekly summary	**Mar 28**

		The Design Process: Debug
		  • 1-minute presentations
		  • User test
		  • Technical feasibility check		

		Design Studio • Emoji song		
12	Mar 29	**Project Presentation Pitches**	• Week 12 Course Survey	**Apr 4**

Late Work

Late assignment submissions are *not* accepted. Extensions to deadlines will be granted only in cases of illness or emergency where the instructor has been notified in a timely manner, and properly verified documentation has been submitted.

Electronic Device Policy

The use of electronic devices in class shall be strictly limited to class work. Mobile devices and headphones must be put away during class time.

Students are expected to follow the University of Waterloo Stratford Campus Code of Professional Conduct. A class contract will be agreed upon and signed by all students on the first day of term.

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 acceptable reasons 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 example, file naming conventions when submitting projects. Failure to do so may result in a grade reduction.

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 and 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 in the project postmortem. 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/)](https://uwaterloo.ca/academic-integrity/) and the [Arts Academic Integrity Office Webpage (http://arts.uwaterloo.ca/current-undergraduates/academic-responsibility)](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)](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)](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)](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)](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. *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.*

- 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 artists 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

Submission and Grading Criteria

All papers should be submitted digitally as .doc/.docx/.pdf, and all scans/photos should be submitted digitally as .jpg. All papers should be formatted as follows: 12 pt. font, Times New Roman (or similar), double-spaced, with one-inch margins, unless otherwise specified. All team assignment should include the names of all team members at the top of the document. Files to be uploaded to LEARN should be named with the team name, section number, and assignment name (ex. TeamName_01_WebAnalysis.pdf). All digital files should be submitted to the appropriate LEARN dropbox by the date and time indicated in the course schedule.

Grading
The following criteria will be considered when grading assignments and projects: • Timeliness — Did you meet the deadline? Late work is not accepted, period. • Accuracy — Did you follow all of the outlined directions? It is your responsibility to ask for clarification ahead of time. • Best Practices (when applicable) — Do you understand how to use the particular skill correctly? Do you know which tools are most effective in terms of your idea in that particular use? • Presentation — Although this is a code-based field, this is a design course. Your deliverables must communicate AND look professional. • Computer Skills (when applicable) — Do you understand how to use the tools? Do you know which tools are most effective in terms of your idea?

90-100	This grade indicates, to varying degrees, that the work is above average. It demonstrates a complete understanding of the topics presented in class and the requirements of the assignment. The work demonstrates a deep involvement on the part of the student. Excellent work.
80-89	This grade indicates notable work that, to varying degrees, shows that the student has understood the topic and has made every effort to fulfill the requirements of the assignment to the best of the students ability. Good work.
70-79	This grade indicates, to varying degrees, satisfactory work. The work may be successful on one level, but fails on another. Furthermore, the work may reflect a good deal of effort, but does not adequately address the topic at hand. Average work.
60-69	This grade indicates, to varying degrees, below average work. The work displays little effort and commitment on the part of the student and does not convey a sufficient understanding of the topic at hand. Sub-par work.
50-59	This grade indicates, to varying degrees, barely adequate work. There is minimal effort and commitment on the part of the student and the work reflects an inadequate understanding of the topic at hand. Poor work.
0-49	This grade indicates, to varying degrees, totally insufficient or incomplete work. Unacceptable work.