

University of Waterloo
Stratford Campus
GBDA 229
Hybrid Digital Media
Fall 2017
Wednesdays 10:00 – 12:50 pm, DMS 3129

Instructor Information

Instructor: Professor Jessica Thompson, MFA
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Calendar Description

This course introduces students to contemporary approaches in digital media production through hands-on learning exercises that cultivate both technical proficiency and creative expression. This year, we will examine mobile devices as platforms for hybrid media and create innovative projects that move beyond the classroom and onto the streets.

Course Goals and Learning Outcomes

This course is designed as a hybrid seminar/studio that uses design thinking as a methodology for creative, human-centered problem solving. The course is organized to support the following objectives:

- The production of *innovative solutions* to design challenges using a variety of digital prototyping materials;
- The use of *creative problem solving* to overcome formal, technical and logistical challenges at various states of the design process;
- The development of *human-centered solutions* that address the needs, desires and abilities of different audiences;
- The creative application of tools and technologies to create interesting, compelling hybrid content;
- The use of *exploratory research*, and *playful discovery* as a tool for learning, exploration, and problem solving.

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

- Use a variety of qualitative and quantitative observation methods to generate insights;
- Develop low and high fidelity digital prototypes to explore ideas, gather information and test limits;
- Design user tests to gather information, validate design decisions, generate insights and capture feedback, and assess, evaluate and integrate user feedback into the design process;
- Develop or improve technical proficiency in visual communication and content creation using standard and emerging software
- Develop digital outputs to clearly and vividly communicate concepts, background and solutions, while integrating best practices.

Required Texts

- Hanington, Bruce, and Bella Martin. *Universal Methods of Design: 100 Ways to research complex problems, develop innovative ideas, and design effective solutions*. Beverly, MA: Rockport, 2012.
 - Hardcover/ paperback editions available through the University Bookstore, Amazon (\$35)
 - Digital Edition available through the UWaterloo Library Electronic Resources (free!)
- Additional content (Book chapters, articles, video content, case studies) will be available on LEARN

Additional Texts

The following books are not required, but may be useful for students who are intending to pursue a career in design:

- Buxton, Bill. *Sketching user experiences: getting the design right and the right design*. Amsterdam: Elsevier/Morgan Kaufmann, 2007.
- Eyal, Nir, and Ryan Hoover. *Hooked how to build habit-forming products*. Princeton, NJ: Princeton University Press, 2014.
- Knapp, Jake, John Zeratsky, and Braden Kowitz. *Sprint: how to solve big problems and test new ideas in just five days*. New York: Simon & Schuster, 2016.
- Krug, Steve. *Don't make me think!: a common sense approach to web usability*. Pearson Education India, 2000.
- Lidwell, William, Kritina Holden, and Jill Butler. *Universal Principles of Design*. Beverly, MA: Rockport Publishers, 2010. [or Pocket edition, 2015]
- Lupton, Ellen. *Thinking with type: a critical guide for designers, writers, editors, & students*. New York: Princeton Architectural Press, 2010.
- Lupton, Ellen, and Jennifer Cole Phillips. *Graphic design: the new basics*. New York: Princeton Architectural Press, 2015.
- Tufte, Edward Rolf. *The visual display of quantitative information*. 2nd ed., Cheshire, CT, Graphics Press, 2001.

Course Requirements and Assessment

Short descriptions are provided below – detailed descriptions will be posted on LEARN.

A1 Stratford Observation (25%), due October 18

Select a public space in Stratford and spend a minimum of three hours observing citizen activity in the space. Drawing from the observation methodologies discussed in the first section of this course, design an *experience map* to clearly and vividly communicate your findings and a *design brief* to communicate background, context and broader insights that emerge from your observations.

A2 Experience Prototype(25%), due November 8

Using A1 as a starting point, and design thinking as a methodology, design, prototype and test a digital prototype that transforms the experience of your chosen space through mobile storytelling, pervasive gaming or playful interaction.

A3 Design Challenge (30%), due November 29

For this final assignment your observations, research and prototypes will contribute to collaboratively developed design solutions for the City of Stratford. Working in a small team, you will combine, extend and transform your

digital prototypes into a ‘mobile narrative’ that guides users through Stratford following a game-like structure. Further details will be provided.

A4 Participation (20%), ongoing

In this course, participation is an active process that combines preparation for class, engagement in classroom activities, intellectual and creative contributions to design collaborations and the development of productive, collegial relationships with others. Preparation for class includes arriving with readings and interim assignment deliverables complete. Engagement within the classroom includes contributing to the classroom environment by asking questions and sharing insights, and participating in in-class activities, ‘design sprints’, exploratory exercises and peer review. You will periodically be required to share insights, observations and reflections on our Discussion boards in LEARN.

Course Outline

Readings indicated below are from the required text. For a full list of required readings, please consult the Reading Schedule on LEARN.

Week	Date	Topics	Readings Due
1	September 13	Observation	6, 31, 42, 57, 59, 62, 64, 76, 92
2	September 20	Information Design, Design Frameworks	
3	September 27	Human-Centered Design	3, 19, 60, 61, 63, 73, 77, 95
4	October 4	Design Thinking, Heuristic Evaluation, Lab time	1, 46, 49, 50, 98
5	October 13 *	Peer Review (Self-scheduled)	
6	October 18	Experience Prototyping, Game Structures	36
7	October 25	Evaluative Methods, Open Studio	29, 34, 43, 48, 67, 83, 94
8	November 1	Usability Testing Lab	
9	November 8	A3 Studio	TBA
10	November 15	A3 Studio	
11	November 22	A3 Studio	
12	November 29		

* During the Fall Break, Friday October 13 will follow a Wednesday class schedule.

Late Work

All assignments are due as per the deadlines indicated on LEARN. Late assignments are subject to 5% (per day) penalty, including weekends. Penalties for late assignments will be deducted from the grade received on the assignment. If a student is unable to submit an assignment on time due to extenuating circumstances, appropriate documentation must be provided.

Attendance Policy

Students are expected to attend all classes, however an absence may be excused in circumstances such as illness or emergency. Any request for an excused absence must be accompanied by appropriate documentation. Please also review UW’s Policy on [Accommodation Due to Illness](#).

Instructor Contact

I am available to answer questions outside of class. Please post questions and information that will benefit others to Slack. Otherwise, please visit during office hours, or send an email with 'GBDA 229' in the subject line so I can find your question quickly. Please allow 24-48 hours for a response. Messages received in the evenings and over weekends will be returned the next business day.

Electronic Devices

In this course we will use electronic devices (laptops and mobile phones) during specified times only. Please bring a sketchbook or notebook to take notes during class. Presentation slides will be provided following each class.

Materials

In this course, we will use a wide variety of ideation and prototyping materials. Over the course of the semester, students will assemble a Creative Toolkit (see Martin and Harrington, 21). While some materials will be provided, others will need to be purchased. At minimum, your kit should include sticky notes, scrap paper, notebooks, and markers.

Workload

This course involves 3 hours of class time per week. Students can expect to spend up to 5 additional hours per week preparing for class and working on course deliverables. Therefore the time commitment required to achieve the intended learning outcomes for this course is 8 hours per week.

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](#) and the [Arts Academic Integrity webpage](#) for more information.

Plagiarism & Copyright Policy

The offence of plagiarism as defined by Policy 71 (Student Discipline) includes visual and aural plagiarism of creative work (drawings, photographs, graphics, video, sound, graphics, or creative ideas conceived of or made by others). The rules of conduct that apply to text-based work at the University of Waterloo also apply to work completed for creative 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 produce creative material that is substantially similar to the original source. 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, has been created by another on your behalf, or has been created for another context (i.e. another course, client work, etc.), the Academic Discipline Procedure of Policy 71 will be invoked.
- *Design templates, software plug-ins, icon sets (FontAwesome, noun project, material.io icons, etc.), stock images, and other generative software may only be used with the expressed permission of the instructor.*
- Any original material used as the basis for any work you create – whether manipulated digitally or manually, or otherwise incorporated or appropriated for your work as part of a conceptual idea – must be cited, either within the project, or as an Appendix.
- Resources are available in the public domain 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. Works identified as Creative Commons allow varying degrees of use. In this case, the authors decide how you can use their content. For more information, see the guidelines on creativecommons.org.

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](#). 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 your 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](#) (<https://uwaterloo.ca/secretariat-general-counsel/policies-procedures-guidelines/policy-72>).

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.