100% Online | Student Hours: Each week on Tuesdays at 11:00-12:00pm and 3:00-4:00pm on Zoom https://us02web.zoom.us/j/9407457574

Instructor: Laura Fong
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Book one-on-one Zoom time with Laura on Calendly: https://calendly.com/laurafong

Teaching Assistants:
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Course Description

In this course students will study how digital media has contributed to globalization, and conversely, how globalization impacts the use of digital technologies and the development of digital cultures. Students will work in collaboration with community members to design and implement a digital media project with a non-Canadian community.

Learning Outcomes

1. Acquire, understand, and apply the fundamentals of ethics and the identification of cultural bias
   ● Weekly exercises
   ● Introduction to nationally recognized research ethics and best practices

2. Design and execute a collaborative digital media project: understand, analyze, compare and evaluate cultural differences, and apply iterations and solutions within a cross-cultural context
   ● Design, iterate, and execute in collaboration with non-Canadian culture
   ● Design methods that are inclusive of cultural considerations

3. Demonstrate the practice of self-reflection through writing, observation, and storytelling and how it helps you to understand the culture and how that applies to your decision making and execution
   ● Individual reflective writing
   ● Group discussion and debate

4. Recognize and implement the benefits of ethics, best practices, and professionalism.

- Understand and apply the rules of copyright and Intellectual Property
- Implement the professionalism rubric in group project

5. Work both individually and as part of a creative team to deliver complex projects that leverage the interests, skill sets and experiences of the individual student and the group.
    - Create projects that challenge everyone in the group to learn new skills
    - Collaborate and execute ideas as a team

6. Use critical thinking to assess the strengths and effectiveness of peer and personal projects, give constructive feedback to your group members in support of their success, providing actionable and constructive criticism on projects and processes
    - Measure the strengths and the shortcomings of your team and develop realistic digital media projects
    - Develop useful critiques for your peers to encourage their success

Course Objectives
At the end of the course you should be able to:
A. Understand and recognize bias in yourself and your work as a creator, designer, or researcher;
B. Apply cultural consideration and sensitivity is when designing for a culture not your own;
C. Design and execute a simple research project for a culture other than your own;
D. Work collaboratively and inclusively and cross-culturally; and
E. Develop a new understanding of yourself through research, reflection and discussion with others

Required Text
There is no required text for this course. Students will be provided with readings and links each week on LEARN that complements course work; these will include online articles, tutorials and videos to watch to inform reflection and group discussions. Additionally, groups may be assigned additional material related to their specific project.

Project Partners
We have the exciting opportunity to work with two very dynamic partners on some hand-on projects in this class. As we learn about ethics and working cross-culturally, we will be applying what we are learning in these projects. Due to the nature of working with partners outside of the classroom, please remember to be flexible and understanding as the process is bound to evolve and change, despite our plans. Their contact info is below should you need to contact them.

Project 1: Food History from Africa to America
Professor Denise Harrison, Kent State University
dharris8@kent.edu

Project 2: International S.K.A.T.E. App
Bruce Whitaker, Stratford Entrepreneur and
Youth Advocate and founder of the All-Wheels Skatepark
bruce@bar5w.com

Course Requirements and Assessments

Assessment	Date of Evaluation		Weighting
1.Activities/Reflections	Weekly		**25%**
2. Small Group Activities/Discussions	Weekly		**25%**
3.Group Project	Ongoing 1.Outline 2.Infographic/DataViz/Draft 3.Collab meetups 4. Final Dec 5		**30%**
4.Quiz	Quiz 1	Nov 22-28	**10%**
5.Group Peer Evaluation	Dec 5		**10%**
Total			**100%**

Assessments

1. Individual Activities/Reflections 25%
Individual reflections(4) and other individual assignments assigned weekly will make up this portion of your grade.

2. Small Group Discussions 25%
Term-long groups of 4-5 will have regular discussions and group activities. Discussions will take place in your small groups created on LEARN, in the style of "Save the last word for me".

3. Group project 30%
Groups will be created on Slack and all group project work including collaborative files will all be completed on Slack.

4. Quiz 10%
There will be one quiz in the course that is cumulative. It covers the fundamentals of ethics and cultural competency, as we will have learned throughout the term. It will be a take-home quiz at the end of the term.

5. Peer Evaluations 10%
An evaluation of both small groups and group projects, worth 5% of your total final grade.

Course Outline

Week	Date	Topic	Readings
1	Sept 8-12	1. Class Intro: how will we adapt to remote 2. Intro to our class projects 3. Cross-Cultural methods and project design 4. Discussion Groups	**Reading:** Akpem Chapter 1, Cultural Intelligence, Jesmyn Ward
2	Sept 13-19	1. Intro to Ethics and TCPS2 2. Begin Project Design 3. Principles of Cross-Cultural work 4. Cross-Cultural Methods 5. Citation and Copyright 6. FOOD, SKATE: Groups divided by project into 3 groups with tasks assigned (background, timeline, project design)	**Reading:** Akpem Chapter 2&3
3	Sept 20-26	1. Group Design Project Plan (FOOD, SKATE) 2. What data is relevant or important 3. Building a historical timeline 4. Understanding and Interpretation - What questions are we left with? 5. **Partner Feedback**	**Reading:** Patrice Coullors: When They Call you a Terrorist Ch 16 (p 243-253)
4	Sept 27-Oct 3	1. Continue project work in groups 2. Incorporate Partner feedback into background, timeline and plan	**Reading:** Frederick Douglass Opie
5	Oct 4-10	1. Continue project work in groups	**Reading:** Speaking of Indigenous Politics Introduction, Michael Pollan Food Rules
	Oct 11-17	**FALL BREAK**	
6	Oct 18-24	1. Continue project work in groups 2. Empathy and Shame 3. Food history and stereotypes 4. **Partner Feedback**	**Reading:** Fred Douglass Opie, Brene Brown, Speaking of Indigenous Politics 1-34
7	Oct 25-31	1. Continue project work in groups	**Reading:** Fred Douglass Opie
8	Nov 1-7	1. Continue project work in groups	

			Reading: TBD
9	Nov 8-14	1. Continue project work in groups 2. **Partner Feedback**	Reading: TBD
10	Nov 15-21	1. Continue project work in groups	**Reading:** Sean Sherman Decolonized Restaurant Sioux Chef Intro What is Food Sovereignty
11	Nov 22-28	1. Continue project work in groups **Quiz:** Ethics and Cultural competency quiz on LEARN	**Reading: TBD**
12	Nov 29-Dec 5	1. Present Final Projects and wrap up **2. Final Partner Feedback**	

Course Modification Warning

The instructor reserves the right to modify elements of the course during the term. Please note that due dates will be consistent with our clients' time schedules, as such there may be changes to due dates and deliverable outputs. 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 his/her uWaterloo email and course website on LEARN daily during the term and to note any changes.

Contacting your Instructor

School telephone extensions will not be in operation for Fall 2020. Your instructor can be contacted at the above email or social channels. Arrangements can be made for audio/video individual meetings by appointment using Calendly https://calendly.com/laurafong. Student hours will take place at two times every Tuesday to accommodate different time zones.**Student Hours:** Each week on Tuesdays at 11:00-12:00pm and 3:00-4:00pm on Zoom https://us02web.zoom.us/j/9407457574

My COVID Policy

The global pandemic has affected all of us. If you are struggling, please don't hesitate to reach out. These are unprecedented times, and you may find yourself having unprecedented needs. If I can be of any assistance, please let me know. I support your success in this class and all of my classes.

Equipment and Media Services

Due to Covid policies and procedures, Media Services in Stratford will be doing Curbside Pickup. Please contact stratford.digitalmedia@uwaterloo.ca for details.

Late Work

Late work will be accepted at any time. The grade deduction of 2% per day/maximum of 10%/week will be deducted for a late assignment submission. The best way to navigate this is to remain in contact with your instructor, and be forthcoming.

Attendance and Illness

There will be NO required Synchronous activities for this class, which means you will not have a weekly class to attend. There are scheduled drop-in student hours, you can book one-on-one time with me, or reach out to me or your TA's at the provided contact information above. Students who are ill or unable to meet the assignment due dates or complete any graded assessments must provide documentation verifying the events that have precluded them from meeting their academic deadlines. When illness is the cause of a missed deadline, students should seek medical treatment and **provide confirmation of the illness to the instructor(s) within 48 hours by submitting a completed University of Waterloo Verification of Illness form** to support requests for accommodation due to illness. In addition, your instructor reserves the right to accept said documentation to excuse you from graded assignments. *False claims of illness and/or the submission of false supporting documentation of extenuating circumstances constitute an academic offence that will result in disciplinary action under Policy 71.*

Ethical Design and Research
All members of the University are required to adhere to UW Policy 33: Ethical Behaviour, and as members of the Stratford School of Interaction Design and Business community we are committed to ethical design and practice. The projects we work on, including our course products, services, and business ideas, are grounded in principles of fairness, accessibility, equity, and fundamental respect. Any learning or research activities involving human participation, including observation, usability testing and the use of data, is to be conducted in a manner that is sensitive to the inherent worth of all human beings and the respect and consideration that they are due. If your work requires the use of human participation, please let your instructor know what activities you are planning to ensure that you are engaging in methods that help you gain the insights you need while maintaining the integrity, safety and well-being of your participants. For more information on research conducted with human subjects, please refer to the Office of Research Ethics' guidelines.

Plagiarism
From University Policy 71: "plagiarism - presenting, whether intentionally or not, the ideas, expression of ideas or work of others (whether attributed or anonymous) as one's own in any work submitted whether or not for grading purposes" https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-71
Also, see the document regarding Copyright, IP which includes instructions for correct attribution.

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. See the Office of Academic Integrity webpage for more information.

Discipline
A student is expected to know what constitutes academic integrity, to avoid committing academic offences, 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 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 the 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.

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.

Important Dates Fall 2020

Classes Begin	**Sept. 8**
Drop/Add Deadline	**Sept. 21**
WD with 100% Tuition Refund	**Sept. 28**
Drop w WD begins	**Sept. 29**
Reading Week	**Oct. 10-18**
Deadline for 50% tuition refund	**Oct. 26**
Classes End	**Dec.7**