

University of Waterloo
Global Business and Digital Arts
GBDA 302 – Global Digital Project 2
Winter 2022

SECTIONS:

- 001 – Online Delivery to Start [Wednesdays 9:00-11:50 am: DMS2 Bradshaw Building, Room 0007]
- 002 – Online Delivery to Start [Thursdays 9:00-11:50 am: DMS2 Bradshaw Building, Room 0007]
- 003 – Remote Asynchronous Online Delivery – ALL TERM

INSTRUCTOR & T.A. INFORMATION

Instructor: Dr. Noorin Manji	Email: n2manji@uwaterloo.ca	Office Hours: By Appointment
Teaching Assistant 1: Julia DiPalo	Email: jdipalo@uwaterloo.ca	Office Hours: By Appointment
Teaching Assistant 2: Derrick Wang	Email: dwmarru@uwaterloo.ca	Office Hours: By Appointment

IMPORTANT NOTE

As students are aware, the Winter 2022 term was originally planned entirely in-person and later moved (partially) online. Please note that the syllabus, as follows, is subject to modification as more information becomes available from administration based on public health measures and the evolving COVID-19 pandemic. Every effort will be made to adhere to the original course plan to best help students complete the course successfully.

COURSE DESCRIPTION

This course has been developed to provide students with a chance to design, prototype, and evaluate interactive digital media projects, with a specific focus on ideation and the design process. Students will explore both individual and collaborative work environments as they move through various phases in the process of completing their digital project. As a project-based course, this class will rely less on the traditional ‘lecture style’ structure and will, instead, create space for students to learn and develop their growing repertoire of skills through hands-on activities. As a class, we will engage in the advanced study of digital culture, with an emphasis on different ways that pleasure and play are leveraged as communication tools. We will focus on a unique digital project theme to be discussed in the first weeks of the term, and then students will have every opportunity possible to practice and progress their own unique approaches and goals, while being immersed in an iterative digital design process.

COURSE OBJECTIVES & LEARNING OUTCOMES

Upon completion of the course, a successful student will be able to:

- See a digital design process through, from beginning to end, particularly in meeting specific project goals.
- Effectively engage in various steps of the digital design process including, but not limited to, ideation, design, prototyping, evaluation, pitch/presentation, etc.
- Work both independently and collaboratively in planning and executing varying digital design goals.
- Effectively navigate primary and secondary research practices with the purpose of gathering and applying pertinent information and data to a project idea.
- Apply relevant analytical models to the development of a project/business idea.
- Meaningfully present and critically evaluate their own and others’ work, while effectively communicating with others in diverse roles.

RECOMMENDED READINGS

All readings and additional content will be posted on LEARN for your access. Guidance and instructions on how best to navigate the materials will be provided in the weekly course announcements.

COURSE REQUIREMENTS AND ASSESSMENTS

Assessment	Due By/Breakdown	Weighting
Term Tasks	4 X 2.5% each	10%
Ideation Brainstorms	Week 2	5%
Secondary Research Report	Week 3	10%
Design Sprints	Week 4	10%
Analysis Canvases	Week 5	10%
Primary Research Plan	Week 6	10%
Prototype I	Week 8	10%
Final Project Presentation	Week 10	25%
Peer Commentaries	Week 11 & 12	10%
TOTAL		100%

***PLEASE NOTE: Assessments due by 11:59 pm Eastern Time on due date (see schedule for details)**

COURSE SCHEDULE

Week #	Date	Course Content & Deliverables
1	Wednesday, January 5 th – Tuesday, January 11 th	Course Introduction Deliverable: Term Task 1 [2.5%]
2	Wednesday, January 12 th – Tuesday, January 18 th	Project Briefing & Ideation: Round I Deliverable: Ideation Brainstorm [5%]
3	Wednesday, January 19 th – Tuesday, January 25 th	Secondary Research Methods Deliverable: Secondary Research Report [10%]
4	Wednesday, January 26 th – Tuesday, February 1 st	Team Formation + Ideation: Round II & Design Sprints Deliverable 1: Design Sprints [10%] Deliverable 2: Term Task 2 [2.5%]
5	Wednesday, February 2 nd – Tuesday, February 8 th	Business Environment & Industry Assessments Deliverable: Analysis Canvases [10%]
6	Wednesday, February 9 th – Tuesday, February 15 th	Primary Research Methods Deliverable: Primary Research Plan [10%]
7	Wednesday, February 16 th – Tuesday, March 1 st	[Reading Week: Saturday, February 19 th – Sunday, February 27 th] Prototyping
8	Wednesday, March 2 nd – Tuesday, March 8 th	Research & Prototyping Work Week Deliverable 1: Prototype I [10%] Deliverable 2: Term Task 3 [2.5%]
9	Wednesday, March 9 th – Tuesday, March 15 th	Pitching for Success
10	Wednesday, March 16 th – Tuesday, March 22 nd	[Course “catch up” week → no new content - use this time to catch up/work ahead!] Deliverable: Final Project Presentations [25%]
11	Wednesday, March 23 rd – Tuesday, March 29 th	Deliverable 1: Final Project Presentation Class Viewings + Peer Project Commentaries [10%] Deliverable 2: Term Task 4 [2.5%]
12	Wednesday, March 30 th – Tuesday, April 5 th	

CLASS STRUCTURE

To help you stay organized throughout the term, a weekly announcement will be posted on your course's LEARN homepage at the start of each new course week. The announcements will contain:

1. The week's 'Course Topic'
2. Information regarding any required meeting times and/or recorded content to help guide you through course material for the week
3. Information on readings and other content for you to explore and make use of to complete course work
4. A list of deliverables due that week, with information on task descriptions and other related material

TERM TASKS

There will be 4 Term Tasks in this course, each worth 2.5%, for a total of 10% of your course grade. Term Tasks may cover a wide range of simple tasks including class activities, mini assignments, and others. More particular instructions/guidance will be provided on the weeks that the Term Tasks are due:

- Term Task 1 → Week 1
- Term Task 2 → Week 4
- Term Task 3 → Week 8
- Term Task 4 → Week 11-12

IDEATION BRAINSTORMS

Early on in the course, you will be provided with a project brief that outlines the main goals and requirements of your major project in this class. One of the first steps in any project is brainstorming ideas that address the project brief, as provided. During Week 2 of the course, you will be responsible for submitting your Ideation Brainstorms which are worth 5% of your total course grade. More instructions to come.

SECONDARY RESEARCH REPORT

During Week 3 of our course, we will be covering content related to Secondary Research Methods to best help you learn how to find, navigate, and make sense of secondary research, with the goal of applying it to your project. As we make our way through this material, you will be required to complete and submit a Secondary Research Report, worth 10% of your final course grade. Further guidance will be provided leading up to the due date.

DESIGN SPRINTS

Design sprints are useful tools when working through a project idea, as they enable you to engage in a rapid-fire approach to thinking through problems and design solutions. In Week 4 of the course, you will have the chance to work both independently and collaboratively as you engage in design sprints related to your project idea(s). The Design Sprint deliverables are worth 10% of your overall grade in the course. Additional instructions will be provided in the first few weeks of the term.

ANALYSIS CANVASES

A key step while working through a project is assessing the business and industry environment(s) into which you are introducing your idea. During Week 5 of our course, you will engage in this type of analysis at various levels. The Analysis Canvases Assignment accounts for 10% of your final course grade. More direction will be provided to best help you complete this task in the weeks leading up to the due date.

PRIMARY RESEARCH PLAN

Complimentary to the work we will do earlier in the course related to secondary research, during Week 6 of this class, we will spend some time exploring Primary Research Methods. These are approaches to collecting firsthand data to inform decisions related to the design and execution of your major course project. Accounting for 10% of your overall course grade, your main deliverable during Week 6 will be a Primary Research Plan detailing your method for collecting that firsthand data. More instructions to come.

PROTOTYPE I

By Week 8 of the course, you should be well on your way to developing a complete project idea that addresses the brief you were given in the first weeks of the term. During Week 7 & 8, we will explore prototype conventions, and you will have the opportunity to develop a prototype of your own project idea as you work towards the Final Project Presentation in the course. The Prototype I Assignment is worth 10% of your final course grade. Additional details will be provided as the due date nears.

FINAL PROJECT PRESENTATION

As we reach the end of the course, you will be responsible for contributing to a Final Project Presentation to be delivered to the class, worth 25% of your overall course grade. This is, by far, the most significant deliverable in the course, and it will require you to work both independently and collaboratively in bringing together the collective elements we explored throughout the term/course. Further guidance will be provided well before the due date.

PEER COMMENTARIES

The final two weeks of the course have been reserved for students to view and review the projects of their peers. You will be required to provide commentary on your peers' projects to acquire the final 10% of your grade in the course. More details to come.

MISSED/LATE WORK

No accommodations will be made for students who miss/are late to complete course work, without providing the institutionally required documentation in accordance with UW guidelines. Students who miss more than one evaluation may face re-weighting of their course components, at the instructor's discretion, as well as a notification to the Associate Dean's office, whether documentation is provided or not. A general late policy will apply to course work, at 5% per day, at the discretion of the instructor.

STATEMENTS AND LINKS TO BE INCLUDED ON ALL COURSE OUTLINES:

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. [Check [the Office of Academic Integrity](#) 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](#). 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 an academic offence, 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 instructor, academic advisor, or the undergraduate associate dean. For information on categories of offences and types of penalties, students should refer to [Policy 71, Student Discipline](#). For typical penalties, check [Guidelines for the Assessment of Penalties](#).

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: [AccessAbility Services](#), located in Needles Hall, Room 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 AccessAbility Services at the beginning of each academic term.

Turnitin.com: Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin in this course.

Intellectual Property: Students should be aware that this course contains the intellectual property of their instructor, TA, and/or the University of Waterloo. Intellectual property includes items such as: Lecture content, spoken and written (and any audio/video recording thereof); Lecture handouts, presentations, and other materials prepared for the course (e.g., PowerPoint slides); Questions or solution sets from various types of assessments (e.g., assignments, quizzes, tests, final exams); and Work protected by copyright (e.g., any work authored by the instructor or TA or used by the instructor or TA with permission of the copyright owner). Course materials and the intellectual property contained therein, are used to enhance a student's educational experience. However, sharing this intellectual property without the intellectual property owner's permission is a violation of intellectual property rights. For this reason, it is necessary to ask the instructor, TA and/or the University of Waterloo for permission before uploading and sharing the intellectual property of others online (e.g., to an online repository). Permission from an instructor, TA or the University is also necessary before sharing the intellectual property of others from completed courses with students taking the same/similar courses in subsequent terms/years. In many cases, instructors might be happy to allow distribution of certain materials. However, doing so without expressed permission is considered a violation of intellectual property rights. Please alert the instructor if you become aware of intellectual property belonging to others (past or present) circulating, either through the student body or online. The intellectual property rights owner deserves to know (and may have already given their consent). It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit alternate assignment.

Notes: