University of Waterloo
Stratford Campus
GBDA 308
Workshop in Digital Media, Marketing and Management 2
Winter 2015
Tu 9-11.50am, room DMS3024

Instructor Information

Instructor: Christine McWebb, PhD
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Course Description

Calendar Description:
This workshop, closely intertwined with GBDA 302, will focus on those project management skills which use, as a foundation, the basic business skills introduced in GBDA 203. Appropriate business skills will be introduced as they relate to the stages and challenges of project development in GBDA 302. These include, for example, project design, networking, resource mobilization, management up-down, institutional entrepreneurship, coalition building, and advanced communication skills.

Course Description:

In this course, students will be introduced to the domain of visual culture, the rhetorical functions of images and how to analyze them. The meanings derived from visual images, from the smallest group interaction to the largest "world" event, depend on a variety of factors influencing the production, circulation, reception and history of images. This course invites students to consider how perception and visuality are mediated by the conditions of looking and the culture in which looking takes place. The focus of visual analysis will be on digital branding, advertising, and digital storytelling. Students learn tools of semiotic analysis in analyzing brands and how they relate to each other. Students will apply the theoretical concepts learned to the creation of branding, marketing, and digital storytelling using the various design software skills acquired in previous courses.

Course Goals and Learning Outcomes
Upon completion of this course, students should be able to:

- Recognize and articulate various theories of how visuals work

- Recognize and articulate theories of visual perception
- Analyze visuals according to technical production
- Analyze visuals according to cultural values and practices
- Identify different kinds of visual communication across media
- Understand various social issues connected to visual communication
- Understand the rhetorical choices when communicating visually
- Plan and create original productions of visual communication in the digital realm
- Continue to learn to work in a team setting

Required Texts
- Gunther Kress and Theo van Leeuwen. Reading Images. The Grammar of Visual Design. 2nd ed. New York: Routledge, 2010
- Roland Barthes. Mythologies. Transl. Richard Howard/Annette Lavers. New York: Hill and Wang, 2012.

UW LEARN

Please note that all information pertaining to this course will be posted to the course LEARN site. Please check the site regularly. It is the students' responsibility to remain informed about due dates, upcoming readings, assignments, tests, etc.

Course Requirements and Assessment

1. *Logo – Individual Assignment*

Using what you learn from the texts and class discussions, you will create a personal logo that you will use to "brand" your extended e-portfolio in GBDA 403 and 404. Details to be discussed in class.

2. *Two Reading Comprehension Tests on Assigned Reading – Individual Assignment*

You will write two short comprehension tests on assigned readings. Short answer questions will be on content only; no analysis will be required.

3. *Attendance/Participation*

Your attendance, participation in class discussions and the quality of your contributions to discussions will be assessed throughout the semester.

4. *Final Project – Group Assignment*

Your final project assignment will consist of a peer and instructor evaluated exercise in branding, advertising, and/or digital storytelling. In teams of 3-5 students, you will work with an external industry or community partner on a real-life challenge. All projects must demonstrate skills and knowledge learned in this course (details will be discussed in class). The final project will be completed in five steps:

- Meeting with external partner
- Completion of Project Charter and Team Contract

- Five minute presentation of project outline
- Final project presentation
- Submission of Blog post describing the project and process of ideation, development, implementation, student's role in project – Individual assignment – max. 2 pages double-spaced

Working in a team:

You will fill out a project charter and a team contract as a team.

Teams will be assigned by the professor.

Although you will in principle be evaluated as a team for your final project (not for the blog post), the professor reserves the right to assign marks individually, if this is deemed necessary.

Assessment	Date of Evaluation	Weighting
Project Charter	January 27, 2015	5%
Reading Comprehension 1	February 3, 2015	15%
Logo	February 24, 2015	10%
Project Outline Presentation	February 24 and March 3, 2015	15%
Reading Comprehension 2	March 17, 2015	15%
Final Project Presentation	March 31, 2015	20%
Blog post	April 6, 2015	10%
Attendance/Participation	ongoing	10%
Total		100%

Course Outline

Week	Date	Topic	Readings Due
1	January 6, 2015	Introduction	No readings
2	January 13, 2015	Introduction to Visual Analysis	Reading Images:

Week	Date	Topic	Readings Due
		Project Descriptions and Meeting of External Partners	1. Introduction 2. Chapter 1: The Semiotic Landscape
3	January 20, 2015	Representation and Interaction: the Case of Advertising Setting up of Project Teams	Reading Images: 1. Chapter 4: Representation and Interaction
4	January 27, 2015	Myth's Today and Visual Rhetoric Due: Project Charter, Team Contract	Mythologies 1. Romans in the Movies, 19 2. Wine and Milk, 79 3. Steak-Frites, 83
5	February 3, 2015	Innovation and Branding Reading Comprehension Quiz 1 Guest speaker: Glen Drummond, tbc	No readings
6	February 10, 2015	Workshop on Networking Working Session	No readings
7	February 24, 2015	Interactivity and Advertising Project Outline Presentations 1 Due: Logo for Extended e-portfolio	Reading Images: 1. Chapter 8: The Third Dimension
8	March 3, 2015	Project Outline Presentations 2 Entrepreneurship and Branding Guest lecture: Paul Salvini, PhD	No readings
9	March 10, 2015	Myths Today and Semiology	Mythology:

Week	Date	Topic	Readings Due
		Working Session	1. Myth Today, 215-258
10	March 17, 2015	Reading Comprehension Test 2	Mythology: 1. Depth Advertising, 89 2. Shock Photos, 116 3. Plastic, 193
11	March 24, 2015	Working Session	Week 11 readings
12	March 31, 2015	Final Project Presentations	Week 12 readings

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.

Late Work

Unless a physician's note or suitable documentation is provided, 2% per business day will be taken off for a late assignment submission.

Electronic Device Policy
Students are expected to use classroom, lab, and project time productively. Student use of laptops, mobile phones and tablets for any purpose other than approved coursework during classroom, lab, and project time is prohibited. This includes social media, instant messaging, personal correspondence and surfing for unrelated content. Mobile phones must be turned off and put away during class. Students shall not unduly interfere with the study, work or working environment of their peers.

Failure to comply with the Code of Professional Conduct will result in disciplinary measures befitting the infringement of this policy and in compliance with the appropriate University policy or policies.

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 Integritity 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) (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.