

**University of Waterloo
Stratford Campus
GBDA 404
Extended E-Portfolio 2
Winter 2016
Th 9-11.50am, room DMS3022**

Instructor Information

Instructor: Christine McWebb
Office: DMS 2124
Office Phone: x23008
Office Hours: Th 2-4pm, or by appointment
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Calendar Description:

In this course, students continue the work begun in GBDA 403 and complete the extended e-portfolio.

Course Description:

In this course, students will:

1. complete the online portfolio work begun in GBDA 403. Through self-directed work, lectures, and tutorial guidance, students produce a body of work that makes up their digital professional portfolio.

Emphasis is on creative and professional practice, and students are encouraged to situate their practice and reflect upon its context and scope with this in mind.

By the end of week four of the course, students will have completed a final version of their portfolio of original work, the scope and format of which was discussed in GBDA403. During this process, students will continue to maintain a reference and analysis file, containing visual research, reading, work log, archived course work, reference and source material. This material will serve to write a

1,000 words of critical text and a 250-300 word statement that will be particular to the student's personal practice.

2. perfect both their oral and digital storytelling skills, however, the focus will be on the oral presentation skills and performance strategies.

Based on narrative structures common to many stories, students will learn and practice a variety of strategies that will help them deliver unique and convincing oral presentations.

This course will facilitate students' transition to the professional world post-graduation. Links to industry networks are part of the course either in the form of feedback on work submitted and guest lectures or workshops.

Course Goals and Learning Outcomes

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

- Identify, articulate, and sustain a developed personal direction of practical study
- Undertake research related to their design practice and technologies and to present this in appropriate forms, platforms, and contexts
- Apply an advanced level of user experience principles
- Show proficiency in a variety of storytelling and oral presentation techniques
- Prepare and present a multimedia presentation in a performative, visually appealing style.

Required Texts

Duarte, Nancy. *Resonate: Present Visual Stories that Transform Audiences*. Hoboken, NJ: J. Wiley&Sons, 2010.

UW LEARN

Please note that all information and other readings 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

Assessment	Date of Evaluation	Weighting
Attendance/Participation	Ongoing	15% (10% Attendance/Participation, 5% Peer critique)
250-300 word statement on personal practice		10%
1000 word critical essay		20%
Digital Portfolio		20%
Case Study		10%
Final Presentation (Video)		25%
Total		100%

Course Outline

Week	Date	Topic	Readings + Assignments Due
1	Jan 7, 2015	Introduction	No readings Digital Portfolio: Students A-I
2	Jan 14, 2015	Digital Portfolio Please note that not all students are required to attend!	Digital Portfolio: 9.00-10.30 Students J-Q 10.45-11.45 Students R-Z
3	Jan 21, 2015	How to tell a story! Pechaflickr 1 Guest Lecture 1: Dr. Robert Danisch, Department of Drama and Speech Communication	Readings: Resonate Ch. 1,2, PERSONAL STATEMENT DUE

Week	Date	Topic	Readings + Assignments Due
4	Jan 28, 2015	The Hero and Your Audience Pechaflickr 2	Readings: Resonate Ch. 3, 4 FINAL DIGITAL PORTFOLIO + CRITICAL ESSAY DUE
5	Feb 4, 2015	Creating Meaningful Content – Tell a Story – Be Strategic! Pechaflickr 3	Reading: Resonate Ch. 5, 6 SCENARIO FOR FINAL PRESENTATION DUE
6	Feb 11, 2015	Create a Sparkline! Pechaflickr 4 Case Study – In Class Create a S.T.A.R. moment for your presentation!	Reading: Resonate Ch. 7
7	Feb 25, 2015	How to Improve your Presentation Pechaflickr 5 Final Presentations - Peer critiqued Or Case Study	Reading: Resonate Ch. 8
8	March 3, 2015	Guest lecture 2: Ellyn Winters-Robynson Final Presentations - Feedback session with Ellyn Winters-Robynson and Peer critique	tbd
9	March 10, 2015	<i>Class cancelled</i>	No readings
10	March 17, 2015	Guest lecture 3 - tbd Final Presentations - Feedback session with Guest Lecturer and Peer critique	tbd

Week	Date	Topic	Readings + Assignments Due
11	March 24, 2015	Final Presentations – Peer critique Or Case study	No readings
12	March 31, 2015	Final Presentations - Peer critique Or Case study Review	VIDEO SUBMISSION OF FINAL PRESENTATION DUE – 11.59pm

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 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.