

# GBDA 202: DIGITAL MEDIA PROJECT 2

Winter Term 2022

University of Waterloo

Stratford School of Interaction Design and Business

Online: Wednesdays, 1:00 pm - 2:20 pm EST

Zoom info (This will be the same for the entire term)

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

## Contact Information

**Instructor:** Gregory McIntyre

**Office:** DMS 1016

**Office Hours:** by appointment (please email me to schedule).

**Email:** [greg.mcintyre@uwaterloo.ca](mailto:greg.mcintyre@uwaterloo.ca)

**TA:**

Grace Yip [g2yip@uwaterloo.ca](mailto:g2yip@uwaterloo.ca)

## Announcements

I will use the **Announcements** widget on the Course Home page during the term to communicate new or changing information regarding due dates, instructor absence, etc., as needed. You are expected to read the announcements on a regular basis.

To ensure you are viewing the complete list of announcements, you may need to click **Show All Announcements**.

## Discussions

We have provided an **Ask your Prof** discussion forum for you to use when you have a question about the course that may benefit the whole class. Check this forum to see if your question has already been answered before reaching out to the instructor or your TAs.

## Contact Us

Who and Why	Contact Details
<p><b>Instructor and TA</b></p> <ul style="list-style-type: none"> <li>• Course-related questions (e.g., course content, deadlines, assignments, etc.)</li> <li>• Questions of a personal nature</li> </ul>	<p><b>Post your course-related questions</b> to the <b>Ask your Prof</b> discussion topic*. This allows other students to benefit from your question as well.</p> <p><b>Questions of a personal nature</b> can be directed to your instructor.</p> <p><b>Instructor:</b> Gregory McIntyre, <a href="mailto:greg.mcintyre@uwaterloo.ca">greg.mcintyre@uwaterloo.ca</a></p> <p><b>TA:</b> Grace Yip <a href="mailto:g2yip@uwaterloo.ca">g2yip@uwaterloo.ca</a></p> <p>The instructor checks email and the <b>Ask your Prof</b> discussion topic* frequently and will make every effort to reply to your questions within 48 hours, Monday to Friday. When emailing the instructor, please indicate the course code and your section in the subject line.</p>
<p><b>Technical Support</b></p>	<p><a href="mailto:learnhelp@uwaterloo.ca">learnhelp@uwaterloo.ca</a></p> <p>Include your full name, WatIAM user ID, student number, and</p>

<ul style="list-style-type: none"> <li>• Technical problems with Waterloo LEARN</li> </ul>	<p>course name and number.</p> <p>Technical support is available during regular business hours, Monday to Friday, 8:30 AM to 4:30 PM (Eastern Time).</p> <p><a href="#">LEARN Help Student Documentation</a></p>
<p><b>Student Resources</b></p>	<p>Please consult <a href="#">Student Resources</a> to discover other important links to departments dedicated to helping you with problems big and small. We at the University of Waterloo want you to succeed, and will help you any way we can.</p> <ul style="list-style-type: none"> <li>• Academic advice</li> <li>• Student success</li> <li>• WatCards</li> <li>• Library services and more</li> </ul>

\*Discussion topics can be accessed by clicking **Connect** and then **Discussions** on the course navigation bar above.

## Course Description and Learning Outcomes

### Course Description

This course focuses on the design principles guiding dynamic imaging, video capture, editing time-based media, and post-production for digital delivery. The course serves as a hands-on digital media lab where students acquire skills in using a variety of software and digital equipment.

### Learning Outcomes

By the end of this course, students should be able to:

- Conceive and develop video and audio productions to achieve communication goals with available resources.
- Create a compelling treatment and practical production plan to execute a video or audio production.
- Use creative problem-solving skills to overcome production challenges at various stages of the production process.
- Analyze peer's work to identify areas for improvement and deliver effective, constructive critical feedback.
- Structure an engaging, compelling narrative.
- Shoot video with technical proficiency and an understanding of cinematic grammar.
- Animate text and graphics
- Record audio with technical proficiency and conduct effective interviews.
- Edit and publish video and audio for a variety of distribution strategies and formats.
- Work with peers collaboratively, leveraging the interests, skills and experiences of individuals within a group.
- Recognize and implement the benefits of media ethics, best practices, professionalism while respecting copyright and intellectual property rules.

## Grade Breakdown

The following table represents the grade breakdown of this course.

Activities and Assignments	Weight (%)
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Project 1: Motion Graphic (individual)	20%
Project 2: Video Documentary (individual)	20%
Project 3: Scripted Narrative Marketing Video (group)	25%
Weekly Work Exercises Portfolio	20%
Peer evaluation and Rough-Cut Critiques	15%

## Assignment Breakdown

There will be 3 projects, for this course, ongoing in-class exercises due most weeks, and critiques of the rough-cuts (works in progress) of your classmates. More details about the requirements of each assignment will be available during the term. The following table gives you an overview of the due dates for the course.

Activities and Assignments	Weight	Due:
Project 1 - Motion Graphic (individual)	20%	Rough cut: January 23, 2022 Final cut: January 30, 2022
Project 2 - Video Documentary (individual)	20%	Rough cut: March 1, 2022 Final cut: March 13, 2022
Project 3 - Scripted Narrative Marketing Video (group)	25%	Rough cut: March 29, 2022 Final cut: April 8, 2022
Peer Evaluation and Rough cut critiques	15%	Project 2: March 6, 2022 Project 3: April 3, 2022 Peer evaluation: April 8, 2022

Weekly Work Exercises	20%	Due on Sunday, following the Wednesday synchronous time
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## Your Instructor

I fell in love with making videos at a young age. Growing up skateboarding and snowboarding with friends, we always had a camera rolling, and we were always editing our latest project. This love for media, technology and business grew into filming weddings and other freelance digital projects. I've worked in many sectors including non-profits, startups and scaleups, and education as an employee and a



freelance creative. Doing roles such as camera operator, audio technician, editor, graphic designer, marketing and more (some all at the same time). I have been with the Stratford School for over 5 years and taught workshops on Adobe Creative Cloud, Google Analytics, cameras, audio recorders and more.

My goal as a creative in the digital space is to capture moments and share stories that make life better. My Master's in Business, Entrepreneurship and Technology perfectly complements the GBDA program, as I connect business and digital content.

## Materials and Resources

There is no textbook for this course. Materials will be posted to LEARN to complement coursework.

Students should register for [LinkedIn Learning](#) if they have not already done so, as occasional self-guided software tutorials will be assigned as homework.

## Adobe Creative Cloud

You will require an Adobe Creative Cloud subscription to use the software in this course (Adobe Premiere Pro, Adobe Audition and Adobe After Effects). The W-Store has [discounted Adobe Creative Cloud licenses](#). It's cheaper to purchase your software from the W-Store, than directly from Adobe.

## Camera and Recording Equipment

To complete projects for this class students will **need to use a DSLR/mirrorless camera** with zoom functionality and interchangeable lenses and an **audio recording kit**. If you do not own or have access to these, we can arrange for on-campus pickup or shipment. Please let us know as soon as possible if you need anything by [filling out this form](#).

For information about both please see the [Resources and services page](#).

## Backup and file sharing

An **external hard drive** (USB) is strongly recommended for media storage and backup.

Cloud-based storage for sharing files with teammates and instructors. ([OneDrive](#) - All Waterloo students have access to 5 TB, or Adobe Creative Cloud includes 100GB)

## Resources

[Library COVID-19: Updates on library services and operations](#)

## Course and Department Policies

### Deadlines and Late Assignments

Deadlines are posted in the Assignment Breakdown above.

For all assignments, the instructor will consider granting an extension in the event of an officially documented extenuating circumstance (that is, serious personal illness, critical personal or family crisis, etc.). If a situation arises that may prevent you from completing an assignment, contact the instructor as early as possible.

### Course Modification Warning

The instructor reserves the right to modify elements of the course during the term. 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 their University of Waterloo email and course website on LEARN daily during the term and to note any changes.

### University 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. [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.

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 the alternate assignment.

## Coronavirus Information

The [COVID-19 Information](#) website provides updated information on COVID-19 and guidance for accommodations due to COVID-19.

## Mental Health Support

Everyone needs a support system. We encourage you to seek out mental health supports and resources when you need them. You can reach out to [Campus Wellness](#) and learn about the services available to promote your mental health and well-being.

We understand that these circumstances can be troubling, and you may need to speak with someone for emotional support. [Good2Talk](#) is a post-secondary student helpline based in Ontario, Canada that is available to all students.

Off campus resources, 24/7

- [First Nations and Inuit Hope for Wellness Help Line](#): Immediate help for

all Indigenous peoples across Canada. Phone: 1-855-242-3310 or online chat at [hopeforwellness.ca](https://hopeforwellness.ca). Service available in Cree, Ojibway, Inuktitut, English, and French.

- [Good2Talk](#): Free confidential help line for post-secondary students. Phone: 1-866-925-5454
- [Grand River Hospital](#): Emergency care for mental health crisis. Phone: 519-749-433 ext. 6880
- [Here 24/7](#): Mental Health and Crisis Service Team. Phone: 1-844-437-3247
- [OK2BME](#): set of support services for queer teens in Waterloo. Phone: 519-884-0000 extension 213

## Territorial Acknowledgement

We acknowledge that the Stratford School is on the traditional territory of the Anishinaabe, Haudenosaunee, and Ojibway/Chippewa peoples. This territory is covered by the Upper Canada Treaties.

The University of Waterloo acknowledges that much of our work takes place on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples. Our main campus is situated on the Haldimand Tract, the land granted to the Six Nations that includes six miles on each side of the Grand River.

Our actions toward reconciliation take place through our research, teaching, learning, and community events, with guidance from the University's [Indigenous Relations Office](#).

For a locative media version of this land acknowledgement, stand outside somewhere on campus and listen to this [recording](#) created by GBDA

201/202 instructor Jonathan Baltrusaitis.

## Copyright

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