

COURSE SYLLABUS



COURSE TITLE: VIST-151: Comics Publishing & Promotion

CLASS SECTION: X01

TERM: Winter 2024

COURSE CREDITS: 3

DELIVERY METHOD(S): In-person

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Gareth Gaudin

EMAIL: gauding@camosun.bc.ca

OFFICE: Young 315E

HOURS: Mondays, Thursdays, and Fridays 11:30-12:30

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

Students will understand the value of Intellectual Property and the importance of entrepreneurship to the success of visual storytellers. The ability to effectively communicate and do business with your audience and your clients, both online and in person, including at comic conventions, is the focus of this course. The capstone project involves organizing and participating in the Camosun Comic Arts Festival.

PREREQUISITE(S):

Restricted to students in Comics and Graphic Novels

All of:

C in VIST 110; C in VIST 122; C in VIST 130; C in CMNS 120; C in CMNS 140

CO-REQUISITE(S):

All of:

C in VIST 111; C in VIST 123; C in VIST 125; C in VIST 131

EXCLUSION(S):

Not Applicable

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course students will be able to:

1. Identify and describe the unique publishing challenges posed by the marketplace, both mainstream (comic shops, bookstores) and alternative (comic conventions, festivals, swap-meets).
2. Exercise their Intellectual Property Rights (copyright) for reproduction both here in Canada and in global markets, and negotiate the ownership of original artwork and fees.
3. Establish web presence to attract an audience.
4. Employ crowdfunding strategies to monetize Intellectual Property.
5. Demonstrate basic budgeting and invoicing processes as they relate to the comics industry.
6. Practice professional tabling at live events.
7. Use effective communication skills to engage in panel discussions and solo visual presentations.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Pencils, 8.5x11" and 11x17" paper, inking pens.

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
Week One: Friday January 12, 2024	Lecture – Introduction to VIST 151 with overview of learning outcomes and assignments. Lecture on self publishing predecessors within the comic book field. Demonstration – Basics of tabling Classwork – Creation of an 8-page zine Homework – Work on your zine (due February 2)	Zine due February 2
Week Two: Friday January 19, 2024	Lecture – Marketing your comics, tabling etiquette, sharing a creative community with the artists sitting around you at conventions. Demonstration – Slideshow Classwork – Continue work on zine Homework – Finalize your comic book's title	
Week Three: Friday January 26, 2024	Lecture – Self-Publishing Boom of the 1980s and zine culture, specifically, Julie Ducette, Genevieve Castree, Chester Brown, and Robert Crumb. How artists go from obscurity to international acclaim using a photocopy machine and a minimal budget. Demonstration – Saddle-stitching Classwork – Make a blank saddle-stitched zine for class jam Homework – Zine due next week	

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
Week Four: Friday February 2, 2024	Lecture – Finding an audience through presales and subscriptions. Starting with your friends and family then expanding your readership to strangers. How to grow an audience. Creating buzz. Demonstration – Critique of first zine. Class discussion on Marketing one’s work to immediate circle Classwork – Create an 11x17 inch poster Homework – Work on poster (Due March 1)	
Week Five: Friday February 9, 2024	Lecture – Business cards and their importance. How to get your name out there. Exercising Intellectual Property Rights (copyright) for reproduction both here in Canada and in global markets and negotiating the ownership of original artwork and fees. Demonstration – Examples of successful and interesting business cards. Ways artists in Canada can protect themselves and their intellectual property. Classwork – Design your business card Homework – Business cards (Due March 8)	Business cards due March 8th
Week Six: Friday February 16, 2024	Lecture – Gig Flyers, posters, album cover art. How to make a name for yourself using other people’s projects. Demonstration – Instigating jobs. Classwork – Spot illustrations for your personal files. Homework – Poster due next class.	
Week Seven: Friday February 23, 2024	No class - Reading Week	
Week Eight: Friday March 1, 2024	Lecture – Choosing and designing a website and establishing web presence. Demonstration – Visiting a selection of cartoonist’s websites. Classwork – Designing basic tabling layout for conventions. Homework – Design your tabling name card (Due April 5)	Table name card due April 5th
Week Nine: Friday March 8, 2024	Lecture – Setting up at conventions large and small. What you’ll need to take and NOT to take with you. Demonstration – Tabling techniques. Starting an email list. Classwork – QUIZ Homework – Make sure your budget journal is up to date.	
Week Ten: Friday March 15, 2024	Lecture – Self-publishing as a career. Where does it get you and what CAN it get you? Crowdfunding techniques. Demonstration – Slideshow of self-published precedents. Classwork – Pictionary. How to quickly and economically get your ideas across. The most amount of information using the fewest amount of lines. Homework – Poster, business cards, name card, zine. Photograph them for online marketing.	

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
Week Eleven: Friday March 22, 2024	Lecture – Basic budgeting and invoicing processes as they relate to the comics industry. Compiling work to get ready for the convention (April 18 th) Demonstration – Keeping a journal expressly for your personal comic book company. Classwork – Reading each other’s zines. How could we improve our covers’ impact? Homework – None.	
Week Twelve: Friday March 29, 2024	No Class today. It’s Good Friday.	
Week Thirteen: Friday April 5, 2024	Lecture – The unique publishing challenges posed by the marketplace, both mainstream (comic shops, bookstores) and alternative (comic conventions, festivals, swap-meets). How a good elevator pitch can launch the next chapter of your career. Demonstration – Slideshow of experimental mainstream and alternative comics. Examples of famous elevator pitches in comics/film/pop culture. Classwork – Working on budget journals Homework - None	
Week Fourteen: Friday April 12, 2024	Lecture – Public speaking. Ways usually introverted cartoonists can overcome shyness and/or fear in situations where it may forward their career. Effective communication skills to engage in panel discussions and solo visual presentations. Tabling and socializing. Getting ready to meet the public. CCAF (The Camosun Comic Arts Festival – April 18, 2024) setup. Classwork – Sign and number your finished, printed comic books. Tabling prep.	

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines scan be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Assignment #1 - Zine	15%
Assignment #2 - Poster	15%
Assignment #3 – Budget Journal	5%
Assignment #4 – Business Card	15%
Assignment #5 – Tabling Name Card	10%

DESCRIPTION	WEIGHTING
Quiz	10%
Class Participation	15%
Final Table Presentation	15%
TOTAL	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](#) policy for more information.

<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

You are expected to come to class, participate in group discussions, and complete the required assignments on time.

SCHOOL OR DEPARTMENTAL INFORMATION

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/

Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the “Attendance” section under “Registration Policies and Procedures” (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun’s Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student’s right to choose what is right for them. For more information see Camosun’s Sexualized Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College’s Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College’s expectations of academic integrity and student behavioural conduct.

Changes to this syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.