

# COURSE SYLLABUS



COURSE TITLE: VIST-151-Comics Publishing & Promotion

CLASS SECTION:

TERM: 2025W

COURSE CREDITS: 3

DELIVERY METHOD(S): In-Person

Camosun College respectfully acknowledges that our campuses are situated on the territories of the Ləkʷəŋən (Songhees and Kosapsum) and WSÁNEĆ peoples. We honour their knowledge and welcome to all students who seek education here.

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## INSTRUCTOR DETAILS

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NAME: Gareth Gaudin

EMAIL: gauding@camosun.ca

OFFICE: Y315E

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

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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

## EQUIVALENCIES:

## COURSE LEARNING OUTCOMES / OBJECTIVES

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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

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11x17 comic pages, pencils, pens, ink.

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

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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 10, 2025	Lecture – Introduction to VIST 151 with overview of learning outcomes and assignments. Lecture on self publishing predecessors within the comic book field.  Make a list of 500 famous characters and whittle them down to our top five.	
Week Two – Friday January 17, 2025	Demonstration – Basics of tabling  Classwork – Creation of an 8-page zine  Homework – Work on your zine (due February 7)	
Week Three – Friday January 24, 2025	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 or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
<p>Week Four – Friday January 31, 2025</p>	<p>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.</p> <p>Demonstration – Saddle-stitching</p> <p>Classwork – Make a blank saddle-stitched zine for class jam</p> <p>Homework – Zine due next week</p>	
<p>Week Five – Friday February 7, 2025</p>	<p>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.</p> <p>Demonstration – Critique of first zine. Class discussion on Marketing one’s work to immediate circle</p> <p>Classwork – Create an 11x17 inch poster</p> <p>Homework – Work on poster (Due February 28)</p>	
<p>Week Six – Friday February 14, 2025</p>	<p>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.</p> <p>Demonstration – Examples of successful and interesting business cards. Ways artists in Canada can protect themselves and their intellectual property.</p> <p>Classwork – Design your business card</p> <p>Homework – Business cards (Due March 7)</p>	
<p>Week Seven – Friday February 21, 2025</p>	<p>No class - Reading Week</p>	
<p>Week Eight – Friday February 28, 2025</p>	<p>Lecture – Gig Flyers, posters, album cover art. How to make a name for yourself using other people’s projects.</p> <p>Demonstration – Instigating jobs.</p> <p>Classwork – Spot illustrations for your personal files.</p> <p>Homework – Poster due next class.</p>	
<p>Week Nine – Friday March 7, 2025</p>	<p>Lecture – Choosing and designing a website and establishing web presence.</p>	

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
	<p>Demonstration – Visiting a selection of cartoonist’s websites.</p> <p>Classwork – Designing basic tabling layout for conventions.</p>	
<p>Week Ten – Friday March 14, 2025</p>	<p>Lecture – Setting up at conventions large and small. What you’ll need to take and NOT to take with you.</p> <p>Demonstration – Tabling techniques. Starting an email list.</p> <p>Classwork – QUIZ</p> <p>Homework – Make sure your budget journal is up to date.</p>	
<p>Week Eleven – Friday March 21, 2025</p>	<p>Lecture – Self-publishing as a career. Where does it get you and what CAN it get you? Crowdfunding techniques.</p> <p>Demonstration – Slideshow of self-published precedents.</p> <p>Classwork – Pictionary. How to quickly and economically get your ideas across. The most amount of information using the fewest amount of lines.</p> <p>Homework – Poster, business cards, name card, zine. Photograph them for online marketing.</p>	
<p>Week Twelve – Friday March 28, 2025</p>	<p>Lecture – Basic budgeting and invoicing processes as they relate to the comics industry. Compiling work to get ready for the convention (April 17<sup>th</sup>)</p> <p>Demonstration – Keeping a journal expressly for your personal comic book company.</p> <p>Classwork – Reading each other’s zines. How could we improve our covers’ impact?</p> <p>Homework – None.</p>	
<p>Week Thirteen – Friday April 4, 2025</p>	<p>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.</p> <p>Demonstration – Slideshow of experimental mainstream and alternative comics. Examples of famous elevator pitches in comics/film/pop culture.</p> <p>Classwork – Working on budget journals</p> <p>Homework - None</p>	
<p>Week Fourteen – Friday April 11, 2025</p>	<p>Lecture – Public speaking. Ways usually introverted cartoonists can overcome shyness and/or fear in situations</p>	

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
	<p>where it may forward their career. Effective communication skills to engage in panel discussions and solo visual presentations.</p> <p>Tabling and socializing. Getting ready to meet the public. CCAF (The Camosun Comic Arts Festival – April 17, 2025) setup. Classwork – Sign and number your finished, printed comic books. Tabling prep.</p>	

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 notice is required. Deadlines can be reviewed on the [CAL exams page](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams). <https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams>

## EVALUATION OF LEARNING

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DESCRIPTION	WEIGHTING
Assignment #1 - Zine	15%
Assignment #2 - Poster	15%
Assignment #3 – Budget Journal	15%
Assignment #4 – Business Card	15%
Quiz	15%
Final Table Presentation	25%
	<b>TOTAL</b>
	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.

<https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf>

## COURSE GUIDELINES & EXPECTATIONS

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Students are expected to come to class prepared and on time, participate in group discussions, and complete the required assignments by their due dates.

## SCHOOL OR DEPARTMENTAL INFORMATION

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## STUDENT RESPONSIBILITY

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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

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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 [camosun.ca/services](https://camosun.ca/services).

Support Service	Website
Academic Advising	<a href="https://camosun.ca/services/academic-supports/academic-advising">camosun.ca/services/academic-supports/academic-advising</a>
Accessible Learning	<a href="https://camosun.ca/services/academic-supports/accessible-learning">camosun.ca/services/academic-supports/accessible-learning</a>
Counselling	<a href="https://camosun.ca/services/health-and-wellness/counselling-centre">camosun.ca/services/health-and-wellness/counselling-centre</a>
Career Services	<a href="https://camosun.ca/services/co-operative-education-and-career-services">camosun.ca/services/co-operative-education-and-career-services</a>
Financial Aid and Awards	<a href="https://camosun.ca/registration-records/financial-aid-awards">camosun.ca/registration-records/financial-aid-awards</a>
Help Centres (Math/English/Science)	<a href="https://camosun.ca/services/academic-supports/help-centres">camosun.ca/services/academic-supports/help-centres</a>
Indigenous Student Support	<a href="https://camosun.ca/programs-courses/iecc/indigenous-student-services">camosun.ca/programs-courses/iecc/indigenous-student-services</a>
International Student Support	<a href="https://camosun.ca/international">camosun.ca/international</a>
Learning Skills	<a href="https://camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills">camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills</a>
Library	<a href="https://camosun.ca/services/library">camosun.ca/services/library</a>
Office of Student Support	<a href="https://camosun.ca/services/office-student-support">camosun.ca/services/office-student-support</a>
Ombudsperson	<a href="https://camosun.ca/services/ombudsperson">camosun.ca/services/ombudsperson</a>
Registration	<a href="https://camosun.ca/registration-records/registration">camosun.ca/registration-records/registration</a>
Technology Support	<a href="https://camosun.ca/services/its">camosun.ca/services/its</a>
Writing Centre	<a href="https://camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills">camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills</a>

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

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### Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

### Academic Accommodations for Students with Disabilities

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines:

<https://camosun.ca/cal>

### Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/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 <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

### Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### 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 (see [Medical/Compassionate Withdrawals policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

## Sexual Violence

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 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 Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and [camosun.ca/services/sexual-violence-support-and-education](https://camosun.ca/services/sexual-violence-support-and-education).

To contact the Office of Student Support: [oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-370-3841

## 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 <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

## Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

**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.



