

Publishing 1 • COMM 110

COURSE OUTLINE

In this introductory semester students will gain a basic understanding of the Internet and graphic design principles; produce basic web pages and learn the fundamentals of using computer hardware and software for producing effective print and web-based materials.

INSTRUCTOR

Rick Caswell

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Office: Room 315B, Young Building

COURSE OBJECTIVES

By the end of this course, I expect that you will be able to do the following:

1. **Produce** simple desktop publishing projects combining type and graphics in one and two colours.
2. **Produce** a simple web site with basic text, graphics and navigation.
3. **Explain** basic design principles and elements.
4. **Apply** design principles to desktop and web publishing projects at a basic level.
5. **Demonstrate** a basic knowledge of industry vocabulary and practices.
6. **Assemble** a portfolio of projects that demonstrates the student's current professional abilities.

TEXTS AND MATERIALS

The Non-Designers Design Book, Robin Williams

Various manuals, handouts and reference material

ATTENDANCE

I expect attendance and participation at all sessions. With the exception of illness or emergencies, I also expect you to negotiate absences with me prior to class. In the case of illness or emergency, you should leave a message for me at 370-3396 or by email as soon as possible notifying me of your absence. You will lose one mark for each unexcused absence, and ½ mark for each unexcused lateness up to a total of 10 marks.

EVALUATION

Projects are due by deadlines stated on assignment sheets. Late assignments will lose 10% per week or portion of a week.

Internet search and email 5%

Directory and file management 5%

Web Site Project 15%

Résumé formatting project 5%

Presenting at publishing critique 5%

QuarkXPress project 1 10%

QuarkXPress project 2 15%

Portfolio 5%

Midterm exam 10%

Final exam 10%

Computer performance test 5%

Attendance 10%

Grading

Letter Grade Description Grade Point Percentage

A+ 9 95-100

A Superior level of achievement 8 90-94

A- 7 85-89

B+ 6 80-84

B High level of achievement 5 75-79

B- 4 70-74

C+ Low level of achievement 3 65-69

C Minimum level required 2 60-64

D 1 50-59

F 0 below 50

**Applied Communication Program students must maintain a minimum of "C" grade in all ACP courses in order to continue in the program*