

# Comm 211 • Publishing 4

## COURSE OUTLINE

During this semester you will expand attitudes, skills and knowledge necessary for employment in the publishing industry.

## INSTRUCTOR

Rick Caswell

Office phone: 370-3396

Email: caswellr@camosun.bc.ca

Office: Room 315B Young Building

## COURSE OBJECTIVES

This course develops and refines objectives in previous Publishing courses. You will explore advanced publication techniques using available hardware and software. You will participate in the planning and management of publishing projects. You are expected to accomplish this work with a high degree of independence and self-direction. This will require both dedication to the task at hand and the ability to manage your time effectively.

Specifically, by the end of the course, I expect that you will:

1. **Produce** advanced desktop publishing projects that include original graphics, professional writing and design.
2. **Produce** an advanced digital project that includes a combination of text, still images, sound, animation, and video.
3. **Develop and complete** a self-directed publishing project in an area of particular career interest to the student.
4. **Assemble** a portfolio of projects that demonstrates the student's current professional abilities

## TEXTS AND MATERIALS

Various manuals, handouts and references

## ATTENDANCE

I expect attendance and participation at all sessions including publishing critique and seminar. Should you find it necessary to miss sessions due to other urgent commitments please let me know in advance since your absence may affect activities planned that day.

## EVALUATION

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

Self-directed project(s).....	20%
Newsletter production.....	20%
Flash.....	15%
Poster project.....	15%
Acrobat.....	10%
Portfolio/ résumé.....	10%
Presenting at publishing critique.....	5%

## GRADING

<b>Letter Grade</b>	<b>Description</b>	<b>Grade Point Equivalent</b>	<b>Percentage Equivalent</b>
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+	Satisfactory level of achievement	3	65-69
C	Minimum level required*	2	60-64
D		1	50-59
F		0	below 50

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