

Publishing 2 • COMM 111

COURSE OUTLINE

Students will learn to design and produce print-ready originals and web-based documents through participation in lectures and projects. Work will be accomplished using primarily computer-based techniques.

INSTRUCTOR

Rick Caswell
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Office: Room 315B, Young Building

COURSE OBJECTIVES

This course develops and refines objectives in Comm 110 (Publishing 1). As a student in this course you will further develop desktop publishing, graphic design and layout skills. You will use computer software and a scanner to produce print-ready art. You will increase your understanding of web publishing. You will learn the basics of spreadsheets. The software you will use includes Illustrator, QuarkXPress, PhotoShop and Dreamweaver.

TEXTS AND MATERIALS

Various manuals, handouts and reference material.

ATTENDANCE

I expect attendance and participation at all sessions including publishing critique. With the exception of illness or emergencies, I also expect you to negotiate absences with me well prior to class. In the case of illness or emergency, you should leave a message at 370-3396 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 5 marks.

EVALUATION

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

Newsletter design and production.....	20%
Illustrator logo design	10%
Excel spreadsheet.....	10%
PhotoShop assignment	10%
Web assignment	10%
Portfolio assignment	10%
Midterm quiz.....	10%
End of term quiz.....	10%
Presenting at publishing critique.....	5%
Attendance	5%
<i>(Including Publishing Critique)</i>	

GRADING

Letter Grade	Description	Grade Point Equivalent	Percentage Equivalent
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" grade in all ACP courses in order to continue in the program			