Publishing 3 • COMM 210

COURSE OUTLINE

During this semester students will learn to plan and produce complex print projects, learn to produce computer-based presentations, learn a working knowledge of image editing and drawing programs, and, will increase their understanding of the Internet as a medium for electronic publishing.

INSTRUCTOR

Rick Caswell
Office phone: 370-3396
Email: caswellr@camosun.bc.ca
Office: Room 315C Young Building

COURSE OBJECTIVES

This course develops and refines objectives in previous Publishing courses. Specifically, by the end of the course, I expect that you will:

- be able to co-ordinate increasingly complex production schedules
- be able to produce multi-page, multi-format publications
- increase your knowledge of the internet— while maintaining a web-based portfolio
- learn the basics of Flash for producing web animations
- be able to prepare and deliver a presentation using Microsoft PowerPoint
- gain an increased understanding of Adobe PhotoShop
- gain an increased knowledge of QuarkXPress
- gain an increased knowledge of Adobe Illustrator
- learn how to make use of service bureaus for high-quality output
- increase knowledge of accepted graphic design and print production practices

TEXTS AND MATERIALS
Various manuals, handouts and references.

ATTENDANCE

As part of your professional conduct, I expect attendance and participation at all sessions. With the exception of illness or emergencies, I also expect you to inform me of absences well prior to class. In the case of illness or emergency, you should leave a message for me at 370-3396 as soon as practical notifying me of your absence.

EVALUATION

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

Newsletter production 20%

PowerPoint 10%

Dreamweaver 10%

Flash 10%

Illustrator 10%

PhotoShop 10%

Portfolio (online and traditional) 10%

End of term quiz 10%

Midterm quiz 10%

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			