

**CAMOSUN COLLEGE**  
**School of Arts & Science**  
**Applied Communication Program**

**COMM 111, Publishing 2**  
**Winter 2004**

## **COURSE OUTLINE**

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Note: the College will not keep this outline indefinitely. Please keep this outline for your records.

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### **1. Instructor Information**

- (a) Instructor Rick Caswell
- (b) Office hours: Monday to Thursday, 9 to 4, by appointment
- (c) Location: Y315B
- (d) Phone: 370-3396
- (e) E-mail: caswellr@camosun.bc.ca

### **2. Intended Learning Outcomes**

The student will be able to:

1. **Produce** intermediate desktop publishing projects including graphics, scans suitable for publication; short two-colour, multi-page documents; and accurate, effective spreadsheets.
2. **Produce** intermediate web publishing projects including a promotional web site that includes professional content, suitable navigation, and follows accepted technical practice.
3. **Apply** design principles and elements to desktop and web publishing projects at an intermediate level.
4. **Demonstrate** an intermediate knowledge of industry vocabulary and practices.
5. **Assemble** a portfolio of projects that demonstrates the student's current professional abilities.

### **3. Required Materials**

Various handouts from class, software manuals in Y307

### **4. Course Content and Schedule**

Weekly workload

classroom 1 hour; lab 4 hours; seminar 1 hour/alternating weeks  
estimated out-of-class 2.5 hours

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 5 marks.

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## 5. Basis of Student Assessment (Weighting)

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 (Including Publishing Critique).....	5%

## 6. Grading System

The following percentage conversion to letter grade will be used:

A+ = 95 - 100%	B = 75 - 79%	D = 50 - 59%
A = 90 - 94%	B- = 70 - 74%	F = 0.0 - 49%
A- = 85 - 89%	C+ = 65 - 69%	
B+ = 80 - 84%	C = 60 - 64%	

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

## 7. Recommended Materials or Services to Assist Students to Succeed Throughout the Course

### LEARNING SUPPORT AND SERVICES FOR STUDENTS

There are a variety of services available for students to assist them throughout their learning. This information is available in the College Calendar, Registrar's Office or the College web site at <http://www.camosun.bc.ca>

### ACADEMIC CONDUCT POLICY

There is an Academic Conduct Policy. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, Registration, and on the College web site in the Policy Section.  
[www.camosun.bc.ca/divisions/pres/policy/2-education/2-5.html](http://www.camosun.bc.ca/divisions/pres/policy/2-education/2-5.html)

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