CAMOSUN COLLEGE
School of Arts & Science
Applied Communication Program

COMM 110, Publishing 1
Fall 2004

COURSE OUTLINE

The College does not keep outlines indefinitely. Keep this outline for your records.

1. Instructor Information
(a) Instructor   Rick Caswell
(b) Office hours: Monday to Friday, 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** 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.

3. Required Materials
Text: The Non-Designers Design Book 2nd Edition, Robin Williams

4. Course Content and Schedule
Weekly workload
    classroom 1 hour; lab 3 hours; seminar 0.5 hour
    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 10 marks.

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.

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 quiz..10%

End of term quiz 10%

Computer performance test 5%

Attendance 10%

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%	

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