CAMOSUN COLLEGE	***School of Arts & Science*** ***APPLIED COMMUNICATION DEPARTMENT*** **COMM 111 A/B** **Publishing 2** **2007W**

COURSE OUTLINE

Please note: this outline will be electronically stored for five (5) years only.
It is strongly recommended you 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:	Y315E		
(d)	Phone:	370-3396	Alternative Phone:	382-7299 (home)
(e)	Email:	caswellr@camosun.bc.ca		
(f)	Website:	http://caswellr.disted.camosun.bc.ca/		

2. Intended Learning Outcomes

Upon completion of this course 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

(a)	Texts	None
(b)	Other	In-class handouts

4. Course Content and Schedule

Weekly workload
    classroom 1 hour; lab 3 hours; seminar 1 hour/alternating weeks
    estimated out-of-class 2.5 hours

5. Basis of Student Assessment (Weighting)

(Should be linked directly to learning outcomes.)

(a)	Assignments	Newsletter design and production...20%
		Illustrator logo design 10%
		Excel spreadsheet..10%
		PhotoShop assignment...10%
		Web assignment 10%
		Portfolio assignment..10%
		Presenting at publishing critique 5%
(b)	Quizzes	
(c)	Exams	Midterm 10%
		End of term..10%
(d)	Other *(eg, Attendance, Project, Group Work)*	Attendance & Professional Conduct *(Includes Publishing Critique)* ..5%

6. Grading System

Percentage	Grade	Description	Grade Point Equivalency
95-100	A+		9
90-94	A		8
85-89	A-		7
80-84	B+		6
75-79	B		5
70-74	B-		4
65-69	C+		3
60-64	C		2
50-59	D		1
0-49	F	Minimum level has not been achieved.	0

Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy at **camosun.ca** or information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
I	*Incomplete*: A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family.
IP	*In progress*: A temporary grade assigned for courses that are designed to have an anticipated enrollment that extends beyond one term. No more than two IP grades will be assigned for the same course.
CW	*Compulsory Withdrawal:* A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement.

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, at Student Services or the College web site at camosun.ca

STUDENT CONDUCT POLICY

There is a Student Conduct Policy **which includes plagiarism**.
It is the student's responsibility to become familiar with the content of this policy.
The policy is available in each School Administration Office at Student Services and on the College web site in the Policy Section