CAMOSUN COLLEGE	**School of Arts & Science** **APPLIED COMMUNICATION DEPARTMENT** **COMM 110** **Publishing 1** **Fall 2009 (Sep–Dec)**

COURSE OUTLINE

The course description is online @ http://camosun.ca/learn/calendar/current/web/comm.html
Please note: the College electronically stores this outline for five (5) years only.
*It is **strongly recommended** you keep a copy of this outline with your academic records.*
You will need this outline for any future application/s for transfer credit/s to other colleges/universities.

1. Instructor Information

(a)	Instructor:	Rick Caswell		
(b)	Office Hours:	Monday to Friday, 9 to 4, by appointment		
(c)	Location:	Y315B		
(d)	Phone:	250.370.3396	Alternative Phone:	250.382.7299
(e)	Email:	caswellr@camosun.bc.ca		

2. Intended Learning Outcomes

Upon completion of this course 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* 3rd Edition, Robin Williams

4. Course Content and Schedule

classroom: 1 hour; lab: 3 hours; seminar: 0.5 hour
estimated out-of-class: 2.5 hours

Attendance and Professional Conduct
- 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. This includes commitments in other areas of the program such as assigned radio shifts.
- In the case of illness or emergency, you should leave a message for me at 250.370.3396 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.
- You are expected to demonstrate professional behaviour while in ACP. In Publishing 1, instances of unprofessional behaviour may result in loss of 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. Some assignments require you to present work-in-progress. Please carefully read all assignment sheets.

Design principles project	15%
PhotoShop exercise	10%
Website Projects	15%
Résumé formatting project	5%
Brochure project	15%
Portfolio	5%
Directory and file management	5%
Midterm quiz	10%
End of term quiz	10%
Professional conduct/attendance	10%
	100%

6. Grading System

Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C	ACP students must achieve "C" or better in all courses to progress in the program.	2
50-59	D	Minimum level of achievement for which credit is granted; a course with a "D" grade cannot be used as a prerequisite.	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 E-1.5 at **camosun.ca** for 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, due to design may require a further enrollment in the same course. No more than two IP grades will be assigned for the same course. *(For these courses a final grade will be assigned to either the 3rd course attempt or at the point of course completion.)*
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 the College web site in the Policy Section