	School of Arts & Science
![Camosun College logo]	**School of Arts & Science** **APPLIED COMMUNICATION DEPARTMENT** **COMM 210** **Publishing 3** **Fall 2011 (Sep–Dec)**

COURSE OUTLINE

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 advanced desktop publishing projects including original digital graphics, complex computer illustrations.
2. Contribute positively to a group environment to plan, design, and produce a complex multi-page publication.
3. Produce advanced web publishing projects including a web site that demonstrates professionalism, effectiveness and efficiency.
4. Produce files for print and web that are technically proficient.
5. Apply design principles and elements to desktop and web publishing projects at an advanced level.
6. Demonstrate an advanced knowledge of industry vocabulary and practices.
7. Assemble a portfolio of projects that demonstrates the student's current professional abilities.

3. Required Materials
Various handouts from class
Software manuals in Y307
Online reference material

4. Course Content and Schedule
Weekly workload: classroom 1.5 hour; lab 4 hours
estimated out-of-class 2.5 hours

5. Basis of Student Assessment (Weighting)

Newsletter production 20%

Creating a portfolio website using Dreamweaver 20%

Creating a PowerPoint presentation & presenting...10%

Creating a basic animation using Flash 10%

Creating an illustration using Illustrator...10%

PhotoShop —creative 10%

2 quizzes each worth 10% 20%

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