# COURSE OUTLINE

**The course description is online @ http://camosun.ca/learn/calendar/current/web/dime.html**

Ω   *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: | Melissa Mills | | |
|-----|-------------|---------------|-------------------|--|
| (b) | Office Hours: | Tuesdays 4-5pm | | |
| (c) | Location: | Y315B | | |
| (d) | Phone: | 250-370-3567 | Alternative Phone: | |
| (e) | Email: | millsm@camosun.bc.ca | | |
| (f) | Website: | | | |

## 2.   Intended Learning Outcomes
*(No changes are to be made to these Intended Learning Outcomes as approved by the Education Council of Camosun College.)*

Upon completion of this course a student will be able to:

1.   Utilize content management systems to create a website.
2.   Maximize workflow by sharing files in layout, line drawing and image manipulation software.
3.   Create line drawings using a vector illustration program.
4.   Apply animation fundamentals in a motion graphics program.
5.   Lay out pages for print.
6.   Work collaboratively in a team situation.

## 3.   Required Materials

(a)   Texts
Wood, A. (2015). *The Graphic Designer's Digital Toolkit (7*th ed.). Stamford CT: Cengage Learning

Lupton, E. (2010). *Thinking With Type: A critical guide for designers, writers, editors, & students* (2nd ed.). New York NY: Princeton Architectural Press

Williams, R. (2008). *The non-designer's design book* (3rd ed.). Berkeley CA: Peachpit Press

(b)   Other

Web Hosting – TBD
Domain Name (URL)
1GB Memory Stick (image, backups).

## 4.   Course Content and Schedule
*(This section can include: class hours, lab hours, out of class requirements and/or dates for quizzes, exams, lectures, labs, seminars, practicums, etc.)*

| Week/Class | Lecture Topic | Lab | Reading | Exams/Assignments |
|---|---|---|---|---|
| Week 1 - Jan 6 | Graphic Communications 2 overview/scope | Introduction to Adobe InDesign | Wood: Ch 11 pg: 647-709 | |
| | | | | |
| Week 2 - Jan 13 | Print Processes: Offset vs Laser, Press-Ready Documents, other print options (Moo, Vistaprint and file manipulation / how to read their specs) | Adobe InDesign - Presentation layout, basic newsletter layout, in-class assign | Wood: Ch 1 pg: 3 - 83 | Newsletter - 1 single-side sheet. Text and images supplied. Due Week 3, Jan 20th. |
| | | | | |
| Week 3 - Jan 20 | Typography - Part 1 | Helvetica Documentary, in-class assignment for submission. | Wood: Ch 12 pg: 711 - 805<br><br>Wood: pg:516 - 535<br><br>Optional: Lupton | Logo designs - 1 name, 3 different ideas. Due Week 4, Jan 27th. Helvetica Documentary assign TBD. Due Week 4, Jan 27th. |
| | | | | |
| Week 4 - Jan 27 | Typography - Part 2 | Adobe InDesign - Working with Photoshop & Illustrator to create elements for business card, letterhead, brochure | Wood: Ch 12 pg: 711 - 805<br><br>Optional: Lupton | Personal Business Card - double-sided, full colour, press-ready file. Due Week 6, Feb 10th. |
| | | | | |
| Week 5 - Feb 3 | Branding, Graphic Standards documents.<br><br>Discuss Group Work project + Group Contract/Peer Review | Label design project. Brainstorm session. Do sketches for submission/marks | Wood: Ch 2 pg: 85 - 113 | Get inspired! Visual research. Collect labels appropriate to the subject. Require 10 samples for in-class check-in. Due Week 6, Feb 10th |
| | | | | |
| Week 6 - Feb 10 | Presentation is everything! Techniques, ideas. Treating work with care and consideration. | Label Project Lab time. Bring in bottles for measurements, ideas, paper, pencils, tape. | Wood: Ch 3 pg: 128 - 175 | Meet with respective groups to finalize Final Project Management, contracts, deliverables, deadlines. Submit plan Week 8, Feb 24th - signed by all members. |
| | | | | |
| Week 7 - Feb 17 | Project Management. Delegation, Deadlines, Deliverables.<br><br>Review Final Group Project | Groups convene, discuss.. Brainstorm projects, review roles, review contract between selves, organize how project will proceed. Draft project outline. Project lab time. | | Take photos of visual campaigns, posters, tag lines, concepts and post to DBox - Due Week 8 - Feb 24<br>Label Project Presentation due in-Class Feb 24th. |

| Week 8 - Feb 24 | Our Client: Crimestoppers - Each student to view commercials, radio spots, brochures. Review work in past and get inspired for work in future. | Crimestoppers deliverables, in-class brainstorm - 30mins. Label Project Presentations: to include bottle mockup, presentation board, poster | Review Wood: Ch 2 | Review personal business card. Can use logos form 125 or 126 or create new. Make press-ready and send to print. 50 - 100 qty is sufficient. |
|---|---|---|---|---|
|  |  |  |  |  |
| Week 9 - Mar 3 | Budgets - Quotes, Project structure, payment terms, small print. Thinking down the line. Final Project concepts, group intros. | Photoshop animation tutorial. Final Project brainstorm among groups and get ideas down on paper. Each group member to do and submit. |  | Review website, branding concepts. Group check in and upload to D2L. |
| Week 10 - Mar 10 | Division of Crimestoppers work, full class brainstorm. | Crimestoppers work - lab time. |  | Crimestoppers work, group project/final project work. |
|  |  |  |  |  |
| Week 11 - Mar 17 | Crimestoppers check - in round table | Crimestoppers work 1hr Group work Final project 1hr |  | Project check-in. |
|  |  |  |  |  |
| Week 12 - Mar 24 | Crimestoppers presentations | Group work lab time. Sort out Hosting, domain, hosting and domain payment. |  | Book printer. Press-ready files for print. Copies for everyone in group and 1 for submission. |
| Week 13 - Mar 31 | Packaging - rules and regulations, barcode, QR code generation. Print requirements, client budget, languages etc. | Group work lab time. Review contracts and review each-other's participation. Write summary, all sign and submit. |  | Final project components print, site to go live. Due Week 14, April 7th |
|  |  |  |  |  |
| Week 14 - Apr 7 | Course wrap-up. Q&A. Class networking - handout business card. | Final Project Presentations, contract and review submissions. |  | Website due April 7th – 35% |

### 5. Basis of Student Assessment (Weighting)
*(This section should be directly linked to the Intended Learning Outcomes.)*

(a) Assignments – 55%
   Newsletter to specification - 5%

   Logos presentation – 10%

   Final Project inspiration samples collection: 2 x 2.5% - 5%
   Helvetica Documentary assignment - 5%

   Business Card design/press-ready file – 10%

   Label Project (check-in 5%, presentation 5%) – 10%
   Client work - 10%

(b) Quizzes n/a

(c) Exams n/a

(d) Other (e.g., Attendance, Project, Group Work)

Group project website and print piece – 35%

Participation/attendance – 10%

## 6. Grading System
*(No changes are to be made to this section unless the Approved Course Description has been forwarded through the Education Council of Camosun College for approval.)*

### 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 | | 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.

ADDITIONAL COMMENTS AS APPROPRIATE OR AS REQUIRED