	School of Arts & Science	
	DEPARTMENT OF COMMUNICATIONS	
	DIME 126	
	Graphic Communication 2	
	Winter 2016	

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:	Wednesdays 12:30 – 1:30 pm		
(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 successful 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

Collins, W., Hass, A., Jeffery, K., Martin, A., Medeiros, R., & Tomljanovic, S. (2015). *Graphic Design and Print Production Fundamentals.* Retrieved from http://open.bccampus.ca

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

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

(b) Recommended Texts

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

(c) 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 12/13	Graphic Communications 2 overview/scope/review.	Introduction to Adobe InDesign	Wood: Ch 11 pp: 647-709 Collins et al: pp: 49-55	Online - Post **Quote** and explain why this has meaning to you. Due Jan 19th. Starter assign – 2.5%. Due Jan 19th
Week 2 - Jan 19/20	Typography - Part 1 Q&A	Adobe InDesign - Presentation layout, basic newsletter layout, in-class assign	Wood: Ch 12 p: 711 – 805 Collins et al: pp :68-73 Optional: Lupton	Single-Page layout w/ graphics, titles and content – 5% Due Jan 26th. Visual research: Collect minimum of 20 different business cards. In-class check-in- 2.5%. Due Feb 17th
Week 3 - Jan 26/27	Typography - Part 2 Q&A	Adobe InDesign - Working with Photoshop & Illustrator to create elements for business card, letterhead	Wood: pg: 516 - 535 Optional: Lupton	Graphic Design **Quote** (first term) typography artwork (2 - 8x8") - 10%. Due Feb 9th for in-class presentation.
Week 4 - Feb 2/3	Presentation is everything! Techniques, ideas. Treating work with care and consideration. Expectation Samples for **Quote** assignment	Helvetica Documentary, in-class assignment for submission.	Wood: Ch 12 pp: 711 - 805	Helvetica Assignment - 2.5%. Due Week 5, Feb 9th
Week 5 - Feb 9/10	In class presentations + critique of **Quote** assignment. Type, colour, layout, images.	Murray Awards /BCYNA Jury – in-class jury.	Wood: Ch 2 p9: 85 – 113 Collins et al: pp 113-134 Print	Reminder: Visual research: Collect minimum of 20 different business cards. In-class check-in (2.5%). Due Feb 17th

Week 6 - Feb 16/17	**Quote** assignment presentations (if required) Print Processes: Offset vs Laser, Press-Ready Documents, other print options (Moo, Vistaprint and file manipulation / how to read their specs) Group work contracts.	Business Card project. Bring in Business Card samples. (check in 2.5%) Groups to view commercials, radio spots, brochures and present to class. Research past work and get inspired for work in future. (Mar 1 presentations)	Wood: Ch 3 pp: 128 – 175 Collins et al: pp 25-39 (Design Research and Concept Generation)	Meet with groups research Crime Stoppers and prepare one question each to ask Gillian Feb 23rd.
Week 7 - Feb 23/24	Introduction to Crime Stoppers: Guest-speaker – Gillian Millam Crime Stoppers round table. Q&A	Crime Stoppers deliverables, in-class brainstorm and comps 1 hour. Business Card lab time.	Robin Williams Non-Designer's Design book for B.card inspiration and principles.	Crime Stoppers concepts, photos, sketches, plans for execution – presentation Due Mar 1st
Week 8 – Mar 1/2	Crime Stoppers research and concept presentation Round table participation	Crime Stoppers group work. (Presentation to Crime Stoppers for feedback) Press-Ready files using Business card assign. Determine print method.	Review Wood: Ch 2	Make business card press-ready and send to print. 50 - 100 qty is sufficient. *In-house methods are also acceptable. Consult with me if this is your choice. (paper, printing, cutting methods required for professional samples)*
Week 9 - Mar 8/9	Project Management. Delegation, Deadlines, Deliverables	Crime Stoppers revisions per feedback. Press-ready files for approved work.		Review website, branding concepts. Group check in and upload to D2L.
Week 10 - Mar 15/16	Branding, Graphic Standards documents. Introduce Final Group Project and Group Contract/Peer Review.	Crime Stoppers press-ready work to completion. Final Project groups		Group work: Final project concepts set, contracts and group organization signed-off. Due Mar 22

Week 11 – Mar 22/23	Budgets - Quotes, Project structure, payment terms, small print. Thinking down the line. **Hand in Group Contracts.**	Group work project management: Define, Research, Develop, Implement solutions.		Project check-in – 2.5%. Due Mar 30th
Week 12 - Mar 29/30	Crime Stoppers presentations	Project Check in – 2.5% Group Work – Final project		Project Management Check-in – 2.5%. Due April 6
Week 13 – Apr 5/6	Packaging - rules and regulations, barcode, QR code generation. Print requirements, client budget, languages etc.	Photoshop animation tutorial. 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 April 13th
Week 14 - Apr 12/13	Course wrap-up. Q&A. Class networking - handout business card.	Final Project In-Class Presentations (website and print material)		Website due April 13th – 35%

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

(a) **Assignments – 55%**
   InDesign starter assignment -5%
   Single-Page newsletter to specification - 5%

   Class Quote typography assignment (creative design, presentation) – 10%

   Helvetica Documentary assignment - 2.5%
   Visual research/samples – 2.5%

   Business Card (design/press-ready file, final product) – 10%

   Client work (idea generation, group participation, detailed design work, press-ready artwork) - 15%
   Project Management (journal, sketches, notes, samples) – 2.5%
   Final project check-in – 2.5%

(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

Working both collaboratively and individually, students will produce content management based websites, develop graphic products for both the web and print, and do simple animation. The emphasis is on creating visually effective products. This course focuses on design principles but uses technical knowledge to support design. Students will work in a project-based, team atmosphere where concepts are applied using appropriate industry-standard digital tools.