

	<p>School of Arts & Science</p> <p>DEPARTMENT OF COMMUNICATIONS</p> <p>DIME 126</p> <p>Graphic Communication 2</p> <p>Winter 2017</p>
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COURSE OUTLINE

The course description is online @ <http://camosun.ca/learn/calendar/current/web/anth.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 12:00 – 1:00 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* (7th 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) or 1 TB portable hard drive (all classes use)

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 10/11	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 17 th . Starter assign – 2.5%. Due Jan 17 th Single-Page layout w/ graphics, titles and content – 2.5% Due In-Class
Week 2 - Jan 17/18	Typography - Part 1	Adobe InDesign - Presentation layout, basic coupon layout, bleed, crops, Type.	Wood: Ch 12 p: 711 – 805 Collins et al: pp: 68-73 Optional: Lupton	Pizza Coupon Assign (text) 5% Due Jan 24 th . Visual research: Collect minimum of 30 different business cards + 5 other print materials. In-class check-in-2.5%. Due Feb 21 st
Week 3 - Jan 24/25	Typography - Part 2	Adobe InDesign - Type, Working with Photoshop & Illustrator to create graphics for InDesign + Print output.	Wood: pg: 516-535 Optional: Lupton	Graphic Design Quote (first term) typography artwork (2 - 8x8") - 10%. Part I Due Feb 7 th for in-class critique.
Week 4 – Jan 31/Feb 01	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 4, Feb 01 th (In-Class) Graphic Design Quote Part II
Week 5 - Feb 07/08	Quote Assign (2-8x8") In class critique. 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 30 different business cards + 5 other print materials. In-class check-in (2.5%). Due Feb 22 nd

Week 6 - Feb 14/15	READING BREAK	READING BREAK		Catch-Up
Week 7 - Feb 21/22	Quote assignment presentations final piece. Group work contracts.	Business Card Assign. Bring in Business Card samples. (check in 2.5%) Business Card lab time. WP Migration Notes	Wood: Ch 3 pp: 128 – 175 Collins et al: pp 25-39 (Design Research and Concept Generation)	Water Bottle concepts, photos, sketches, plans for execution – presentation Due Mar 1 st Business Card due for trade/networking Week 14 - April 11th
Week 8 – Feb 28/Mar 01	Print Processes: Offset vs Laser, Press-Ready Documents, other print options (Moo, Vistaprint and file manipulation / how to read their specs)	Group Assignment - Client work preparation. Brainstorm w/ group – determine process.	Review Wood: Ch 2	Make business card press-ready and send to print. 50 - 100 qty is sufficient. <i>In-house methods are also acceptable. Consult with me if this is your choice. (paper, printing, cutting methods required for professional samples)</i>
Week 9 - Mar 07/08	Packaging - rules and regulations, barcode, QR code generation. Print requirements, client budget, languages etc.	Group Assignment: Client work complete in class. BCard InDes Files submit.		Group Assignment (Client) due March 8 th In class. – In-class critique + presentation March 15th.
Week 10 - Mar 14/15	Project Management. Delegation, Deadlines, Deliverables Budgets - Quotes, Project structure, payment terms, small print. Thinking forward.	Group Assignment (Client work) design presentation and critique		Group work: Final project concepts set, contracts and group organization signed-off. Due Mar 22 nd
Week 11 – Mar 21/22	Branding, Graphic Standards documents. Introduce Final Group Project and Group Contract/Peer Review. Hand in Group Contracts.	Group work project management: Define, Research, Develop, Implement - Lab Time		Project Management check-in – 5%. Due Mar 29 th
Week 12 - Mar 28/29	Group Work concept + studio approach – class discussion.	Project Management Check in. Group Work Final Project Lab Time.		Final Project cont'd.

Week 13 – Apr 04/05	Class Guided.	Animation tutorial. Group work lab time. Review contracts and participation. Write summary - submit		Final project components print, site to go live. Due April 12th
Week 14 - Apr 11/12	Course wrap-up. Q&A. Class networking - handout business card.	Final Project In-Class Presentations (website and print material)		Website due April 14th – 30%

5. Basis of Student Assessment (Weighting)

(This section should be directly linked to the Intended Learning Outcomes.)

(a) **Assignments – 60%**

Discussion – Quote post + design reflection – 2.5%

InDesign starter assignment (In Class) - 2.5%

Pizza Coupon assignment - 5%

Helvetica Documentary assignment - 2.5%

Class Quote typography assignment (concept, design, critique, presentation) – 15%

Visual research/samples (min 30 bus. cards + 5 other print materials) – 2.5%

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

Group Assignment (idea generation, group participation, design, press-ready artwork) -15%

Project Management (outline, journal, sketches, notes, samples) – 5%

(b) **Quizzes n/a**

(c) **Exams n/a**

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

Group project website and print piece – 30%

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	<i>Incomplete:</i> 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	<i>In progress:</i> 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. <i>(For these courses a final grade will be assigned to either the 3rd course attempt or at the point of course completion.)</i>
CW	<i>Compulsory Withdrawal:</i> 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.