CAMOSUN COLLEGE
School of Arts & Science
Department of Communications

DIME-126-B02
Graphic Communication 2
Winter 2018

COURSE OUTLINE

The calendar description is available on the web @ **http://camosun.ca/learn/calendar/current/web/dime.html**

Ω *Please note: This outline will not be kept indefinitely. It is recommended students keep this outline for their records, especially to assist in transfer credit to post-secondary institutions.*

1. Instructor Information

(a)	**Instructor**	Melissa Mills
(b)	**Office hours**	Thursdays, 3:30-4:30
(c)	**Location**	Y315B
(d)	**Phone**	250-370-3657 **Alternative:**
(e)	**E-mail**	millsm@camosun.bc.ca
(f)	**Website**	

2. Intended Learning Outcomes

1. Maximize workflow by creating and sharing files in graphic and print manipulation software.

2. Create graphics using a vector illustration program for use in client-based 2D and 3D design concepts.

3. Use typography as an expressive and functional means of communication.

4. Apply layout fundamentals for effective marketing materials and print reproduction.

5. Utilize content management systems to create a branded website.

6. Collaborate on a project 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

Week/Clas	Lecture Topic	Lab	Reading	Assignments
Week 1 - Jan 10/11	Course Introduction overview/scope.	Introduction to Layout Program – Adobe InDesign	Wood: Ch 11 pp: 647-709 Collins et al: pp: 49-55	Write original design quote for future type and layout project.
Week 2 - Jan 17/18	Typography - Part 1	Intro to basic print project. Text, image, vector graphics. - Adobe InDesign	Wood: Ch 12 p: 711 – 805 Collins et al: pp: 68-73 Optional: Lupton	Layout Pizza Coupon Assignment – Due Jan 25th Visual research: Collect print collateral from multiple sources
Week 3 - Jan 24/25	Typography - Part 2	Concept development – original layout and imagery using design principles – Adobe InDesign	Wood: pg: 516-535 Optional: Lupton	Apply typographic and layout skills using original design quote. – Class critique Feb 7th Lecture
Week 4 – Jan 31/Feb 01	Presentation of work. Techniques, standards, expectation	Typography documentary + in-class reflection	Wood: Ch 12 pp: 711 - 805	Quote assign Part I (two different designs type/graphic) / Reflection due Feb 1st in-class
Week 5 - Feb 07/08	In-class critique session – Quote assignment. Analysis and assessment among peers. Develop constructive design language.	Design critique – ads. Cultivate effective design language for purpose of identifying design principles –	Wood: Ch 2 p9: 85 – 113 Collins et al: pp 113-134 Print	Quote assign Part II – respond to peer critique – improve one design for final presentation Feb 21 Lecture. Ad critique due Feb 8th in-class
Week 6 - Feb 14/15	READING BREAK	READING BREAK	READING BREAK	READING BREAK

Week 7 - Feb 21/22	Assignment synthesis. Discussion: Concept, Process, analysis – Class presentation final quote project (In-Class Client Group Assignment)	Business Card Design (build file In-Design to industry/print specs) Concept Development – using design principles, type, layout guidelines for press-ready collateral. Work on exercise.	Wood: Ch 3 pp: 128 – 175 Collins et al: pp 25-39 (Design Research and Concept Generation) Williams: Review design principles	Layout/Design artwork – self-guided – TBD (Client Assignment Business card project student guided – file submission + print version due April 4th
Week 8 – Feb 28/Mar 01	Print Processes, colour, process determination	Group Assignment– Visual representation, design elements, project management. Work on exercise.	Review Wood: Ch 2 Williams: Review design principles	Bring sketched concepts, materials, props for continued group work – TBD (Client Assignment)
Week 9 - Mar 07/08	Design integration and cohesion	Group Assignment: Effective design file sharing, communication to complete project. Work on exercise.	Williams: Review design principles	Layout/Design artwork – continue self-guided work. Group/Client work reflection.
Week 10 - Mar 14/15	Project Management. Delegation, Deadlines, Deliverables	Final Group assignment preparation. Concept Brief Work on exercise.	Williams: Review design principles	Group work: Final project concepts, themes, colours, typography, organization – workflow.
Week 11 – Mar 21/22	Graphic Standards, Branding. Marketing materials.	Final Group work project management: Concept, organization. Maximize workflow for print and website.		Group work – group regulated per project management guides. Self-guided work - submit
Week 12 - Mar 28/29	How to quote. Reinforce process for greater understanding.	Final Project Group work continue.		Final Project – organization, process check-in
Week 13 – Apr 04/05	Design synthesis. Group discussion + activity	Final Project Group work – addressing details (strength in design).		Final project components complete. Business card file + prints due April 4th

Week 14 - Apr 11/12	Course wrap-up. Q&A. Class networking - handout business cards.	Final Project In-Class Presentations		

5. Basis of Student Assessment (Weighting)

(a) Assignments

Discussion – Quote post + design reflection – 2.5%
Pizza Coupon assignment - 5%
Helvetica Documentary assignment - 2.5%
Class Quote typography assignment (concept, design, critique, presentation) – 15%
Ad Critique – 5%
Visual research/samples (min 30 bus. cards + 5 other print materials) – 5%
Group Assignment (idea generation, group participation, design, press-ready artwork) -10%
Project Management (outline, journal, sketches, notes, samples) – 5%
Business Card (design/press-ready file, final product) – 10%

(b) Quizzes **n/a**

(c) Exams **n/a**

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

Group project website and print collection – 30%

Participation/attendance – 10%

6. Grading System

X	Standard Grading System (GPA)

	Competency Based Grading System

7. Recommended Materials to Assist Students to Succeed Throughout the Course

> 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.

8. College Supports, Services and Policies

Immediate, Urgent, or Emergency Support
If you or someone you know requires immediate, urgent, or emergency support (e.g. illness, injury, thoughts of suicide, sexual assault, etc.), **SEEK HELP**. Resource contacts @ http://camosun.ca/about/mental-health/emergency.html or http://camosun.ca/services/sexual-violence/get-support.html#urgent

College Services

Camosun offers a variety of health and academic support services, including counselling, dental, disability resource centre, help centre, learning skills, sexual violence support & education, library, and writing centre. For more information on each of these services, visit the **STUDENT SERVICES** link on the College website at http://camosun.ca/

College Policies

Camosun strives to provide clear, transparent, and easily accessible policies that exemplify the college's commitment to life-changing learning. It is the student's responsibility to become familiar with the content of College policies. Policies are available on the College website at http://camosun.ca/about/policies/. Education and academic policies include, but are not limited to, Academic Progress, Admission, Course Withdrawals, Standards for Awarding Credentials, Involuntary Health and Safety Leave of Absence, Prior Learning Assessment, Medical/Compassionate Withdrawal, Sexual Violence and Misconduct, Student Ancillary Fees, Student Appeals, Student Conduct, and Student Penalties and Fines.

A. GRADING SYSTEMS *http://www.camosun.bc.ca/policies/policies.php*

The following two grading systems are used at Camosun College:

1. 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		1
0-49	F	Minimum level has not been achieved.	0

2. Competency Based Grading System (Non GPA)

This grading system is based on satisfactory acquisition of defined skills or successful completion of the course learning outcomes

Grade	Description
COM	The student has met the goals, criteria, or competencies established for this course, practicum or field placement.

DST	The student has met and exceeded, above and beyond expectation, the goals, criteria, or competencies established for this course, practicum or field placement.
NC	The student has not met the goals, criteria or competencies established for this course, practicum or field placement.

B. 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 at http://www.camosun.bc.ca/policies/E-1.5.pdf 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 are designed to have an anticipated enrollment that extends beyond one term. No more than two IP grades will be assigned for the same course.
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.