



CAMOSUN COLLEGE
School of Arts & Science
Department of Communications

DIME-125-B03/B04
Graphic Communication 1
Fall 2018

COURSE OUTLINE

The course description is online @ <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	Tuesday, 9:30 – 10:20am		
(c) Location	Y315B		
(d) Phone	250-370-3657	Alternative:	
(e) E-mail	millsm@camosun.bc.ca		
(f) Website			

2. Intended Learning Outcomes

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

1. Apply the principles of contrast, repetition, alignment and proximity to web-based communication.
2. Use appropriate colour choices and textures to reflect a website's purpose.
3. Use navigation principles to create simple, effective and appropriate menus.
4. Create a simple portfolio or blog site using a Content Management System.
5. Identify a variety of CMS templates that can be used to develop websites of increasing functionality and complexity.

3. Required Materials

(a) Texts:

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

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

Optional:

O'Conner, C. (2014). *WordPress for all: How to create a website for business or personal use, quickly & easily - whatever your skill level* [Kindle Edition]. Retrieved from Amazon.ca

(b) Other:

Web Hosting – (if applicable)
1GB Memory Stick
1 TB Portable Harddrive
Notebook and Sketchbook

4. Course Content and Schedule

Week/Class	Lecture	Lab	Reading	Exams/Assignments
Week 1 Sept 3/7	Labour Day	Introduction to course + computer / programs. Refer to <i>Graphic Designer's Digital Toolkit</i> . In-class work.	Williams: Ch 1-3 pg 11-54 (detail) Wood: Ch 7 pg 383-445 (scan)	HW: D2L Discussion Part 1 due Week 2
Week 2 Sept 10/14	Design Principles (C.R.A.P.) Contrast, Repetition, Alignment, Proximity Overview Establish Groups	Introduction to Adobe CC Illustrator. Refer to <i>Graphic Designer's Digital Toolkit</i> . In-class work.	Williams: Ch 4-6 pg 55-94 (detail) Wood: Ch 7 pg 383-445 (scan)	DUE: Discussion1, Part 1, Week 2 (5%) HW: D2L Discussion Part 2 due Week 3 HW: Tools Assignment due Week 3 HW: Tools Teaching Week 3 and 4 Labs Demo
Week 3 Sept 17/21	Design Principles (C.R.A.P.). Proximity DUE: Group 1 – Proximity (Williams).	Adobe CC Illustrator. Refer to <i>Graphic Designer's Digital Toolkit</i> . In-class work. In-Class Tools Teaching	Williams: Ch 4-6 pg 55-94 Wood: Ch 7 pg 383-445	DUE: Discussion 1, Part 2, Week 3 (5%) DUE: Tools Assignment Week 3 (10%)
Week 4 Sept 24/28	Design Principles Alignment DUE: Group 2 – Alignment (Williams). In-Class discussion re <i>What is design?</i>	In-Class Tools Teaching Continued Adobe CC Illustrator Logo Design assignment	Williams: Ch 12 pp187-218 Wood: Ch 8+9 pp 448-557	HW: Logo Design due Week 6
Week 5 Oct 1/5	Design Principles Repetition , DUE: Group 3 – Repetition (Williams).	Refer to <i>Graphic Designer's Digital Toolkit</i>	Williams: Ch 12 pp187-218 Wood: Ch 8+9 pp 448-557 O'Connor: - <i>About This Book</i> - <i>The Basics</i>	HW: Logo Design due Week 6
Week 6 Oct 8/12	Thanksgiving	Adobe CC Photoshop. Refer to <i>Graphic Designer's Digital Toolkit</i> – In-Class Studio Experience assignment.	Williams: Ch 7 pg 95-112 Wood: TBD O'Connor: - <i>Choosing And Buying A Domain Name</i> - <i>Hosting</i> - <i>Installing WP</i>	HW: D2L Discussion 2 Part 1 due Week 7 DUE: Logo Design Assignment Week 6 (20%) Research effective websites.
Week 7 Oct 15/19	Design Principles Contrast , DUE: Group 4 – Contrast (Williams). <i>Review Williams Ch. 9-11</i>	Adobe CC Photoshop Review website project and make plan for completion. Brainstorm session. Site plan sketches. * Domain Names, Hosting	O'Connor: - <i>Before You Login</i> - <i>Explaining The Concepts</i> - <i>Logging In For The First Time</i>	DUE: D2L Discussion 2, Part 1 Week 7 (5%) HW: D2L Discussion2, Part 2 due Week 8

		discussion.		
Week 8 Oct 22/26	Colour values for web-based work and image formatting. Creating a colour palette. Design elements and site-plan. Visualizing your project. Working with clients (Tools: Checklists, Questionnaire).	Adobe CC Photoshop	O'Connor: - <i>Themes</i> - <i>Adding Content</i>	HW: Design Brief (PDF), Week 10
Week 9 Oct 29/Nov 2	Design elements and site-plan. Visualizing your project. Working with clients (Tools: Checklists, Questionnaire).	Download Wordpress and review interface. Write website checklist in class. Brief overview of HTML, CSS, PHP code. Explore existing themes. Assign WP theme and explore. Employing elements of CMS into working site: menus, categories, plug-ins, widgets (functionality) Lab time.	O'Connor: - <i>Specific Site Use</i>	HW: Build CMS framework/site plan using existing theme per class requirements as posted on D2L. Write effective content and collect appropriate images for website.
Week 10 Nov 5/9	Part I – Elements of a website. Front-end structure and navigation. Design principles at work.	Review checklist: Masthead, home/content/about pages. Navigation, 1 drop down menu item, links, tags. Lab time.	O'Connor: - <i>Conclusion</i>	DUE: Design Brief (PDF) (5%) Week 10
Week 11 Nov 12/16	Remembrance Day	Add original graphics and images to WordPress site. Explore plugins and widgets functionality appropriate to site. Refer to <i>Graphic Designer's Digital Toolkit</i> . Lab time.		Check-In: Websites must display original logo, men, at least 1 drop down complete.
Week 12 Nov 19/23	Part II – Elements of a website. Communication (purpose/message). Content (written/image/graphic). Clarity (navigation, layout). What makes an effective website? Writing content for web, image selection, graphic selection.	Include links to up to three social media. Social media must relate to the website. Lab time.		Check-In: Website progress (written content, imagery)
Week 13 Nov 26/30	Brief overview - Search Engine Optimization (SEO): Content writing, headings, sub-headings, image names, links, keywords, social media, updates, tags. Writing for the web: blogging and social media.	Google Analytics plug-in/code. Lab time. Bring Sketch Book HW: Website design per design brief		DUE: In-Class Lab Notebook/Sketchbook - Week 13

Week 14 Dec 3/7	Course wrap-up. Q&A.	Website fine-tuning. Lab time.		DUE: Final Project December 7 th , 11:59pm
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The ability to meet deadlines is emphasized as an important outcome of the certificate program and is essential in the Communications industry. Assignment due dates are posted on assignment design briefs and close 11:59pm on the due date. Late assignments are subject to penalty.

5. Basis of Student Assessment (Weighting)

- (a) Assignments
 - Online Discussions:** 2 x 5% = 10%
 - Week 3 Illustrator Tools Assignment / Tools Teaching** – 10%
 - Week 4 Logo Assignment** – 20%
 - Week 8 Design Brief** – 5%
 - Week 13 Idea Exploration book (notebook + sketchbook)** – 10%
- (b) Quizzes n/a
- (c) Exams n/a
- (d) Other (e.g., Attendance, Project, Group Work)
 - Website project** – 35%
 - Participation/attendance** – 10%

6. Grading System

- Standard Grading System (GPA)
- Competency Based Grading System

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

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://camosun.ca/about/policies/index.html>

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://camosun.ca/about/policies/index.html> 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 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	<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.