CAMOSUN COLLEGE
School of Arts & Science
Department of Communications

DIME-126-B01/B01A
Graphic Communication 2
Winter 2019

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	Fridays 1:30-2:30		
(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. 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

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

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

4. Course Content and Schedule

Week/Class	Lecture	Lab	Reading	Assignments
Week 1 Jan 7/11	Course intro 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 typography and layout project. **Due Jan. 15 11:59pm**
Week 2 Jan 14/18	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 25, 11:59** Visual research: collect print collateral from multiple sources
Week 3 Jan 21/25	Typography – Part 2	Quote Assign. Part 1: Concept development – original layout and imagery using design principles – Adobe Indesign	Wood: pp: 516-535 Optional: Lupton	Quote assign Part 1. Apply typographic and layout skills using optional design quote – **Class critique Feb 6/7 Lectures**
Week 4 Jan 28/Feb 1	Typography – 3 Presentation of work. Techniques, standards, expectation	Typography documentary + in-class reflection	Wood: Ch 12 pp: 711-805	Quote assign Part 1 (two different designs type/graphic) **In-Class critique Feb 6/7 Lectures** Documentary Reflection **Due Feb 5, 11:59pm**
Week 5 Feb 4/8	In-class critique session – Quote assignment. Analysis and assessment among peers. Develop constructive design language	BCYNA – Design critique – ads. Cultivate effective design language for purpose of identifying design principles (In-Class 5%)/ Quote project finish	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 submission **Due Mar 1st (extended due to Reading break closures)**

Week 6 Feb 11/15	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	Business card project (student guided) – file submission + printed version (Business Cards file **Due Mar 22** at latest, Cards to be printed weeks 12 + 13 at latest. Final card must in hand **Week 14 – self-managed project**
Week 7 Feb 18/22	READING BREAK	READING BREAK	READING BREAK	READING BREAK School Closures
Week 8 Feb 25/Mar 1	Client Presentation + Group Project Launch	Client Group Assignment – Visual representation, design elements, project management. Work on exercise.	Review Wood: Ch 2 Williams: Review design principles	Layout/Design artwork – self-guided – TBD (Client Group Assignment) Bring sketched concepts, materials, props for continued group work – TBD (Client Group Assignment)
Week 9 Mar 4/8	Print Processes, colour, process determination	Client Group Assignment: Effective design file sharing, communication to complete project. Lab work	Williams: Review design principles	Layout/Design artwork – continue self-guided work. Group/Client work reflection.
Week 10 Mar 11/15	Project Management, Delegation, Deadlines, Deliverables – Final assignment debrief and group brainstorm	Client Group Assignment: Effective design file sharing, communication to complete project. Lab work + Final (Group) assignment preparation. Concept Brief (40 min)	Williams: Review design principles	Group work Due: Final project concepts, themes, colours, typography, organization - workflow
Week 11 Mar 18/22	Branding – Design integration and cohesion. Graphic standards, Branding. Marketing materials	Final Group Project: project management, concept, organization. Maximize workflow for print and website		Group work – group regulated per project management guides. Self-guided work – submit **BCard file due Mar 22 at latest**
Week 12 Mar 25/29	How to quote. Reinforce process for greater understanding.	Final Project Group work continue		**Check-In**: Final Project – organization, process
Week 13	How to quote. Reinforce process for greater understanding –	Final Project Group work continue		Final project components complete. Business card file + prints **due Week 13 at**

	Activity			latest (self-managed)
Week 14 Apr 8/12	Course wrap-up. Q&A. Class Networking – handout business cards	Final Project Group work – addressing details (strength in design)		**Due:** BCards printed and in-hand (Lecture class) **Due:** Final Project April 12, 11:59pm

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

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%
BCYNA Ads Critique – 5%
Group Assignment (idea generation, group participation, design, press-ready artwork) – 10%
Project Management (outline, journal, sketches, notes, samples) – 5%
Business Card (visual research samples/design/press-ready file, final product) – 15%

(b) Other

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

n/a

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	*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.