CAMOSUN COLLEGE
School of Arts & Science
Department of Communications

DIME-125-B01AB
Graphic Communication 1
Fall 2019

COURSE OUTLINE

The course description is online @ http://camosun.ca/learn/calendar/current/web/dime.html

Ω *Please note: This outline will <u>not</u> 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**	Wednesday, 11:30 – 12:20 pm		
(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

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

O'Connor, 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 2-6	Labour day	Introduction to course + computer/programs	Williams: Ch 1-3 pg. 11 – 54 (detail)	**HW:** D2L Discussion Part 1 due Week 2
Week 2 Sept 9 – 13	Design Principles (C.R.A.P.) Contrast, Repitition, Alignment, Proximity Overview **Establish Groups**	Introduction to Adobe CC Illustrator	Williams: Ch 4-6 Pg. 55-94 (detail)	**DUE:** Discussion 1, 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 16 – 20	Design Principles (C.R.A.P) **Proximity** DUE: Group 1 – Proximity (Williams)	Adobe CC Illustrator In-Class tools Teaching	Williams: ch 4 – 6 pg. 55-94	**DUE**: Discussion 1, Part 2, Week 3 (5%) **DUE:** Tools Assignment Week 3 (10%)
Week 4 Sept 23-27	Design Principles Alignment DUE: Group 2 – Alignment (Williams) In-Class discussion re: *What is design?*	**In-Class Tools Teaching Continued** Adobe CC Illustrator Logo Design assignment	Williams: Ch. 12 pp 187-218	**HW:** Logo design due week 6
Week 5 Sept 30 - Oct 4	Design Principles **Repetition** **DUE:** Group 3 – Repetition (Williams)	Adobe CC Illustrator Logo Design	Williams: Ch 12 pp 187 – 218 O'Connor: - *About this Book* - *The Basics*	**HW:** Logo design due week 6
Week 6 Oct 7 – 11	Design Principles **Contrast** **DUE:** Group 4 – Contrast (Williams) *Review Williams Ch 9 - 11*	Adobe CC Photoshop	Williams: Ch 7 pg 95-112 Wood: TBD O'Connor: - *Choosing and Buying a Domain* - *Hosting* - *Installing WP*	**HW:** D2L Discussion 2 Part 1 due Week 7 **DUE**: Logo Design Assignment Week 6 (20%) Research effective websites
Week 7 Oct 14 – 18	Colour Theory – Identifying harmonious colour relatioships	Adobe CC Photoshop Review website project and make plan for completion.	O'Connor: -*Before you Login* -*Explaining the concepts*	**DUE**: D2L Discussion 2, Part 1 Week 7 (5%) **HW**: D2L Discussion 2, Part 2 due week 8

| | | Brainstorm session. Site Plan sketches

*domain names, hosting discussion | *Logging in for the first time* | |
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| Week 8
Oct 21- 25 | 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

In-Class Studio Experience assignment | O'Connor:
-*Themes*
-*Adding content* | **HW:** Design Brief (PDF), Week 10 |
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| Week 9
Oct 28 –
Nov 1 | 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:
-*Specific site usage* | **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. |
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| Week 10
Nov 4-8 | Part 1 – elements of a website.
Front-end structure and navigation. Design principles at work. | WordPress. Review checklist: landing/content/about pages.
Navigation, drop down menu, links, tags.
Lab time. | O'Connor
-*conclusion* | **DUE**: Design Brief (PDF) (5%) week 10 |
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| Week 11
Nov 11 – 15 | Part II – Design Thinking Overview. What makes an effective website? Writing content for web, image selection and graphics selection | Add original graphics and images to WordPress site. Explore plugins and widgets functionality appropriate to site. Lab time. | | **Check-In**: Websites must display original logo, menu, filler text |
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| Week 12
Nov 18 – 22 | Part III – User Experience (UX)
Overview | Include links to up to three social media. Social media must relate to the website. Review final project in terms of UX (group feedback)
Lab time. | | **Check-In:** Website progress (written content, imagery) |
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Week 13 Nov 25-29	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.	WordPress Bring Sketch Book HW: website design per design brief		**DUE:** In-Class Lab Notebook/Sketchbook – Week 13
Week 14 Dec 2-6	Course wrap-up: Q & A	Presentations (in-class)		**DUE: Final Project December 6, 5:00pm**

The ability to meet deadlines is emphasized as an important outcome of the certificate program and essential for success 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) Other (e.g. Project, Attendance, Group Work)

Website project – 35%
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

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.