



CAMOSUN COLLEGE
School of Arts & Science
Department of Communications

DIME-126-B01AB
Graphic Communication 2
Winter 2020

COURSE OUTLINE

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

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, 3:30 – 4:20 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. 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

Optional:

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

Lupton, E. (2010). *Thinking With Type: A critical guide for designers, writers, editors, & students* (2nd ed.). New York NY: Princeton Architectural Press

(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 Jan 6 - 10	Course Introduction overview/scope – start print material collection	Introduction to Layout Program (Adobe InDesign) – Postcard in- class demonstration	Collins et al: pp: 49- 55	Design Quote refined and posted to D2L Jan.
Week 2 Jan 13 - 17	Typography – Part 1	Intro to basic print project (Coupon). Text, image, vector graphics. - Adobe InDesign	Collins et al: pp: 68- 73 Helvetica Documentary Prt 1	Layout Assignment – Due Week 3 lab - 11:59pm
Week 3 Jan 20 - 24	Typography – Part 2 Discussion re Helvetica Documentary Prt 1	Quote Assign. Part 1: Concept development – original layout, bleed, and imagery using design principles – Adobe InDesign	Helvetica Documentary Prt 2	Quote Assignment Part 1: Apply Typographic and layout skills using original design quote. Critique Week 5 – Feb 4 th lecture
Week 4 Jan 27 - 31	Typography – Part 3 Discussion re Helvetica Documentary Prt 2 Presentation of work. Techniques, standards, expectation	In-Class Applied Test: Layout/Bleed. Quote Project Cont'd.		Quote Assignment Part I (two different designs type/graphic) Critique Week 5 – Feb 4 th lecture
Week 5 Feb 3 - 7	In-class critique session – Quote assignment. Analysis and assessment among peers. Develop constructive design language	BCYNA 2020 - Design critique – ads. Cultivate effective design language for purpose of identifying design principles (In-Class 5%) / Quote project finish	Collins et al: pp 113-134 Print	Quote assign layout with bleed and crops – Due Week 6 lab – 11:59pm
Week 6 Feb 10 - 14	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.	Collins et al: pp 25- 39 (Design Research and Concept Generation) Williams: Review design principles	

Week 7 Feb 17 – 21 (Reading Break)	Reading break	Reading break		Reading break – school closures.
Week 8 Feb 24 - 28	Community Partner Presentation (client) - Project Launch	Client Group Assignment – Visual representation, design elements, project management.	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 2 - 6	Print Processes, colour, process determination	Client Group Assignment: Effective design file sharing, communication to complete project. Business Card (class time permitting)	Williams: Review design principles	Layout/Design artwork – continue self-guided work. Group/Client work reflection. Print Collection Due – Week 9
Week 10 Mar 9 - 13	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. Business Card (class time permitting)	Williams: Review design principles	Group work Due: Final project concepts, themes, colours, typography, organization – workflow. BCard file due Mar 14 at latest. Send to print or have mock ups done for submission Week 13.
Week 11 Mar 16 - 20	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
Week 12 Mar 23 - 27	How to quote. Reinforce process for greater understanding.	Final Project Group work continue.		Check-In: Final Project – organization, process
Week 13 Mar 30 – Apr 3	How to quote. Reinforce process for greater understanding - Activity	Final Project Group work continue. – address details (strength in design).		Final project components complete. Business card file + prints due Week 13 (self-managed)
Week 14 Apr 6 - 10	Course wrap-up. Q&A. Class Networking – handout business cards	Final Project Group Presentations (in-class)		DUE: Final Project April 10th, 11:59pm

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

Week 1 Discussion: Quote post + design reflection 2.5%

Week 3 Layout Assignment – 10%

Week 4 Layout/Bleed (in-class test) – 5%

Week 5 BCYNA Ads Critique (in-class) – 5%

Week 6 Quote Project Final – 10%

Week 8 Client Work (idea generation, participation, design, press-ready work - reflection) – 10%

Week 9 Print Collection (Business card and print materials collection for reference) – 2.5%

Week 12 Project Management (outline, journal, sketches, notes, samples) – 5%

Week 13 Business Card (visual research samples/design/press-ready file, final product) – 10%

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

Final Group Project – 30%

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

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.

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.