

COURSE SYLLABUS



COURSE TITLE: VIST 151: Comics Publishing & Promotion; M 12:30-4:20pm

CLASS SECTION: X01

TERM: Winter 2022

COURSE CREDITS: 3

DELIVERY METHOD(S): F2F

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://camosun.ca/about/covid-19-updates>

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Erin Shuttleworth

EMAIL: shuttleworthe@camosun.bc.ca

OFFICE: Lansdowne, Y315E

HOURS: Tues: 10:30am - 12:30pm; Wed: 10:30am – 12:30pm

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

Students will understand the value of Intellectual Property and the importance of entrepreneurship to the success of visual storytellers. The ability to effectively communicate and do business with your audience and your clients, both online and in person, including at comic conventions, is the focus of this course. The capstone project involves organizing and participating in the Camosun Comic Arts Festival.

PREREQUISITE(S):

One of:

- C+ in English 12
- C in Camosun Alternative

CO-REQUISITE(S):

Not Applicable

EXCLUSION(S):

Not Applicable

COURSE LEARNING OUTCOMES / OBJECTIVES

1. Identify and describe the unique publishing challenges posed by the marketplace, both mainstream (comic shops, bookstores) and alternative (comic conventions, festivals, swap-meets).
2. Exercise their Intellectual Property Rights (copyright) for reproduction both here in Canada and in global markets, and negotiate the ownership of original artwork and fees.
3. Establish web presence to attract an audience.
4. Employ crowdfunding strategies to monetize Intellectual Property.
5. Demonstrate basic budgeting and invoicing processes as they relate to the comics industry.
6. Practice professional tabling at live events.
7. Use effective communication skills to engage in panel discussions and solo visual presentations.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Notebook (lined or blank)

Assorted drawing tools – pencils, ink, markers, watercolours

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
Week 1: Jan 10	<p>Lecture: Introduction to VIST 151 with overview of learning outcomes and assignments. Examples of tabling at events across Canada, including conventions, community events and farmer's markets. Self-publishing predecessors in comics. Budgeting and sole-proprietorship.</p> <p>Demo: Mock Comic Book Convention and introduction to tabling. What supplies do you need to take? Merch, checklists, presentation. Basic budgeting and invoicing processes as they relate to the comics industry. Keeping a journal for your personal comic company.</p> <p>Classwork: Journal Assignment Mini comic flat-lay creation</p>	Start working on your journal assignment
Week 2: Jan 17	<p>Lecture: History of self-publication. Basics of tabling, etiquette and the convention community. Discussing commissions and pricing considerations.</p> <p>Demo: Look at our supply lists and pare them down to be reasonable. Discuss what amount of stock is appropriate and not to fear selling out of items!</p> <p>Classwork: Illustrate your ideal table layout Mock Table layout and DIY suggestions</p>	
Week 3: Jan 24	<p>Lecture: Zine culture and the benefits of low-cost products. Discussing artistic self-esteem and self-worth, highlighting Imposter Syndrome. Considerations of events, price points, product variety and overall interest.</p> <p>Demo: Binding processes and when to go to the printing professionals.</p> <p>Classwork: Mock table layout practice Assemble mini comics and give feedback in groups Start working on poster template assignment</p>	Mini comic template DUE

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
Week 4: Jan 31	<p>Lecture: Finding your audience and potential avenues. Which platform works best for friends & family versus strangers? Intellectual property rights, discussing fan art, doujinshii and other grey areas in terms of copyright. Public domain resources. Ownership and your rights.</p> <p>Demo: Protections for artists in Canada and their intellectual property.</p> <p>Classwork: Mock table layout and quick commissions Sign up for Public Market</p>	
Week 5: Feb 7	<p>Lecture: Business cards and other ways to make an impact. Stamps, stickers and signatures. Discussing unique and interesting business cards. A look at how artists package their products for online sale.</p> <p>Classwork: Mock panel discussions Begin working on business cards Start collecting portfolio material</p>	Poster template assignment DUE
Week 6: Feb 14	<p>Lecture: Specialization. Where to place focus based on your strengths. How to build your portfolio, collect clients and get paid. Getting positive press attention as a form of free advertising.</p> <p>Classwork: Mock table layout practice Continue working on business cards</p>	
Week 7: Feb 21	NO CLASS – READING WEEK	
Week 8: Feb 28	<p>Lecture: Marketing yourself. Choosing and designing a website, establishing a web presence to attract an audience. Branding of your name and art style. Publishing print books and web comics. Discussing cartoonist’s websites and look at pros and cons. How to buy web addresses, hosting fees, and taking advantage of social media. Registering your business name.</p> <p>Demo: Critiquing comic artists websites and discussing what is the most important when building a website.</p> <p>NOTE: Public Market is happening on March 5th – be sure to chat with Erin about details</p>	Business Card Assignment DUE

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
Week 9: March 7	<p>Lecture: How did those of you who tabled find the experience? Setting up for different scale events, refining your checklist. Signing up for event mailing lists, discussing international events, table details, load-in/load-out.</p> <p>Classwork / Homework: Mock table layout practice Start your comic presence through social media, websites or hashtags. I will be looking at your online work and evaluating you on its clarity, originality and impact.</p>	
Week 10: March 14	<p>Lecture: Networking. Self-publishing as a career. Where does it get you and what CAN it get you? Ways to potentially attract clients. Team ups and partnerships. Discussing well-known collaborative comic artists.</p> <p>Classwork: Mock panel discussions Random Comic Jam Collaborative Comic Jam</p>	
Week 11: March 21	<p>Lecture: Crowd-funding techniques, passive income and how to build buzz. Preselling copies, subscription models and more. Kickstarter, Indiegogo, Patreon and Kofi (among others) to be discussed. Freelancing, taxes, write-offs, cash flow, grants and best practices.</p> <p>Classwork: Decisive Monday™ - talk about a career decision that scares you and how to overcome that fear. Make a mock budget for a grant application supplied by Erin. None of the money can go to your lifestyle or food!</p>	
Week 12: March 28	<p>Lecture: Submissions. How to submit your work for print. How to package a proposal.</p> <p>Classwork: Mock table layout Get into groups and discuss your journals. Is the budget reasonable? Are your table ideas functional?</p>	Journal DUE

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
Week 13: April 4	<p>Lecture: Pitches. How to present your ideas to others in the business. The unique publishing challenges posed by the marketplace, both mainstream (comic shops, bookstores) and alternative (comic conventions, festivals, swap-meets, farmers markets) How a good “elevator pitch” can launch the next chapter of your career. Discussing examples of famous elevator pitches in comics/film/pop culture.</p> <p>Classwork: Pick a company you would like to pitch to and write a list of materials you may need.</p>	
Week 14: April 11	<p>Lecture: Public speaking. Ways to break down shyness/fear in career-related situations. Effective communication skills to engage in panel discussions and solo talks. Discussion about differences/similarities to working in customer service, and how to be firm with difficult clients.</p> <p>Classwork: One-on-one interviews with Erin about your goals for CCAF and beyond.</p>	Portfolio DUE

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced notice is required. Deadlines can be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Mini comic	10%
Poster template	10%
Business Card	10%
Budgeting and Planning Journal	20%
Web presence	10%
CCAF table presentation	25%
Portfolio (Digital or Physical)	15%
TOTAL	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information. <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

Students will be expected to engage in the subject matter and contribute to class discussions. Drawing/working on assignments during lectures is perfectly fine, as long as there is no distracting element. (Please, no experimental dance routines!)

While discussions are an integral part of the class, I request that if any topic becomes too polarizing, we take a breath and move on. We are all unique in our passions and it is important that we respect each other.

SCHOOL OR DEPARTMENTAL INFORMATION

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous

International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the “Attendance” section under “Registration Policies and Procedures” (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun’s Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student’s right to choose what is right for them. For more information see Camosun’s Sexualized Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College’s Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College’s expectations of academic integrity and student behavioural conduct.

Changes to this syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that

course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.