

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> CMNS 375		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>															
<b>Course Full Title:</b> Print and Digital Document Design <b>Course Short Title:</b> Print and Digital Design <i>(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)</i>																	
<b>Faculty:</b> Faculty of Humanities		<b>Department (or program if no department):</b> Communications															
<b>Calendar Description:</b> Focuses on the social, cultural, and technological issues of print and digital publication design and distribution. Students apply their knowledge to a variety of documents including but not limited to brochures, newsletters, and interactive PDFs. Students collaborate on a project to build a marketing campaign package using several types of print and digital documents.																	
<b>Prerequisites (or NONE):</b>		One of the following: CMNS 125, CMNS 145, CMNS 175, or ENGL 105.															
<b>Corequisites (if applicable, or NONE):</b>																	
<b>Pre/corequisites (if applicable, or NONE):</b>																	
<b>Antirequisite Courses</b> <i>(Cannot be taken for additional credit.)</i> Former course code/number: <b>CMNS 275</b> Cross-listed with: Dual-listed with: Equivalent course(s): <b>CMNS 275</b> <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		<b>Special Topics</b> <i>(Double-click on boxes to select.)</i> This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, topic will be recorded when offered.)</i>															
		<b>Independent Study</b> If offered as an Independent Study course, this course may be repeated for further credit: <i>(If yes, topic will be recorded.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit															
		<b>Transfer Credit</b> Transfer credit already exists: <i>(See <a href="#">bctransferguide.ca</a>.)</i> <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes Submit outline for (re)articulation: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, fill in transfer credit form.)</i>															
		<b>Grading System</b> <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit															
		<b>Maximum enrolment (for information only):</b> 25 <b>Expected Frequency of Course Offerings:</b> Every other year <i>(Every semester, Fall only, annually, etc.)</i>															
<b>Typical Structure of Instructional Hours</b> <table border="1"> <tr> <td>Lecture/seminar hours</td> <td>15</td> </tr> <tr> <td>Tutorials/workshops</td> <td>15</td> </tr> <tr> <td>Supervised laboratory hours</td> <td>15</td> </tr> <tr> <td>Experiential (field experience, practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Supervised online activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td><b>Total hours</b></td> <td><b>45</b></td> </tr> </table>		Lecture/seminar hours	15	Tutorials/workshops	15	Supervised laboratory hours	15	Experiential (field experience, practicum, internship, etc.)		Supervised online activities		Other contact hours:		<b>Total hours</b>	<b>45</b>	Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
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<b>Department / Program Head or Director:</b> Samantha Pattridge		<b>Date approved:</b> March 2021															
<b>Faculty Council approval</b>		<b>Date approved:</b> March 19, 2021															
<b>Dean/Associate VP:</b> Jaqueline Nolte		<b>Date approved:</b> March 19, 2021															
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> April 9, 2021															
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> April 23, 2021															

**Learning Outcomes:**

Upon successful completion of this course, students will be able to:

- Identify the social, cultural and technological context for publication design and distribution.
- Apply the general principles of visual information delivery.
- Design effective and attractive publications.
- Demonstrate proficiency in desktop publishing software.
- Define the stages in producing and publishing well-designed print and digital documents.
- Outline the history and development of document design and desktop publishing.
- Explain the primary technological challenges of designing documents.
- Use teamwork skills in an applied setting.
- Develop a portfolio of design projects.
- Discuss the legal and ethical issues surrounding print and digital content.

**Prior Learning Assessment and Recognition (PLAR)**

☒ Yes      ☐ No, PLAR cannot be awarded for this course because

**Typical Instructional Methods** (*Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion.*)

Lectures and guest lecturers, demonstrations and tutorials, group assignments, in-class discussion, out-of-class design and research projects, online discussion.

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Text(s) and Resource Materials** (*If more space is required, download Supplemental Texts and Resource Materials form.*)

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Williams, R.	The non-designers design book, 4 <sup>th</sup> ed.	<input checked="" type="checkbox"/>	Peachpit Press	2014
2.	Adobe Classroom in a Book	<input type="checkbox"/>	various editions and authors	
3.	Principles for Good Layout Design: Commercial Design	<input type="checkbox"/>	Sendpoints Publishing Co Ltd	2020
4. Balsamo, Anne	Designing Culture: The Technological Imagination at Work.	<input type="checkbox"/>	Duke University Press	2011
5.		<input type="checkbox"/>		

**Required Additional Supplies and Materials** (*Software, hardware, tools, specialized clothing, etc.*)**Typical Evaluation Methods and Weighting**

Final exam:	%	Assignments:	35%	Field experience:	%	Portfolio:	%
Midterm exam:	%	Project:	30%	Practicum:	%	Other: Group assignment	20%
Quizzes/tests:	15%	Lab work:	%	Shop work:	%	Total:	100%

**Details (if necessary):****Typical Course Content and Topics**

1. The digital transformation of the publishing industry: books, periodicals, newspapers
2. The impact of technological innovations on the creative process
3. Compare and contrast print and digital: changing relationships between designers and audiences
4. Layout basics, corporate communications
5. Typography workshop
6. InDesign workshop
7. Incorporating text and graphics
8. Designing for the spread: Continuity in design for multi-page documents
9. Design issues for presentations
10. Instructor-facilitated workshops for group project