### UNIVERSITY COLLEGE OF THE FRASER VALLEY

**COURSE INFORMATION**

**DISCIPLINE/DEPARTMENT:** Communications  
**IMPLEMENTATION DATE:** Jan. 8, 1996

CMNS 169  
**SUBJECT/NUMBER OF COURSE**  
**DESCRIPTIVE TITLE**  
**UCFV CREDITS**

<table>
<thead>
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<td>CMNS 169</td>
<td>Communications for Graphic Arts</td>
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**CALENDAR DESCRIPTION:** This course will introduce students to the concepts of literature as they pertain to graphic design and related fields. Students will be introduced to literary concepts (metaphor, simile, allusion, etc.). Focusing on short fiction and non-fiction, students will develop strategies to combine elements of narrative with concepts in graphic communication.

**RATIONALE:** An understanding of the connection between literary concepts and graphics is essential for the graphic communicator. Visual communication succeeds when the visual and the literary are integrated. Designers are now assuming a greater responsibility for the text as well as the graphics.

**COURSE PREREQUISITES:** GD 116, AH 102, FA 121, GD 125, GD 127, GD 127

**COURSE COREQUISITES:** GD 200, GD 201, GD 203, GD 204, GD 205

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<tr>
<th>HOURS PER TERM</th>
<th>FOR EACH STUDENT</th>
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<tr>
<td>Lecture</td>
<td>30 hrs</td>
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<tr>
<td>Laboratory</td>
<td>hrs</td>
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<tr>
<td>Seminar</td>
<td>15 hrs</td>
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<td>Field Experience</td>
<td>hrs</td>
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<td>Other - specify:</td>
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<td></td>
<td>Critique</td>
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<td>hrs</td>
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<td>Total</td>
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<td>45 HRS</td>
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**MAXIMUM ENROLMENT:** 20

Is transfer credit requested?  
9 Yes : No

**AUTHORIZATION SIGNATURES:**

Course Designer(s): Graphic Design Program  
Chairperson: Curriculum Committee

Department Head:  
Dean: Dick Bate

PAC: Approval in Principle  
PAC: Final Approval: January 29, 1997

(Date)  
(Date)
SYNONOMOUS COURSES:

(a) replaces _____ N/A ________
    (course #)

(b) cannot take _____ N/A ________ for further credit
    (course #)

SUPPLIES/MATERIALS:

TEXTBOOKS, REFERENCES, MATERIALS  (List reading resources elsewhere)

OBJECTIVES:

1. To understand the theory & process of Creative Writing
2. To identify distinct forms of such writing
3. To explore how language shapes perception
4. To identify formal elements in writing
5. To learn how a story is structured
6. To recognise the structural relationship between literary and visual media

METHODS:

Classes will be structured to incorporate seminars, individual and group work. Students will practise and demonstrate skills in exercises, rough and final drafts and oral reports through a series of weekly assignments. In the second half of the semester students will make graphic applications to written forms.
STUDENT EVALUATION PROCEDURE:

COURSE CONTENT

1. Theories and models of the creative process: "Left brain, Right Brain - No Brain"
2. Semantics, symbolic language, the psychology of language use
3. Defining an audience
4. Genre
5. The creative challenge: Deadlines and Demons
6. The story: "Telling it like it aint"
7. Visual elements: image as a springboard to narrative
8. Combining written forms with graphic imagery