OFFICIAL COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.

<table>
<thead>
<tr>
<th>FACULTY/DEPARTMENT:</th>
<th>Communications</th>
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<tbody>
<tr>
<td>CMNS 375</td>
<td>CMNS 275</td>
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<tr>
<td>COURSE NAME/NUMBER</td>
<td>FORMER COURSE NUMBER</td>
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<tr>
<td>Document Design, Desktop and Web Publishing</td>
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CADENDAR DESCRIPTION:

This course focuses on the theory and practice of document design, typography, desktop and Web publishing. Students will apply their knowledge in design to a variety of documents including brochures, newsletters, web pages, online publications, etc.

PREREQUISITES: C or better in one of CMNS 115, 125, 145, 155, 165 or one of English 105-170 with a C or better; familiarity with word-processing software and the Internet is essential for success in this course

COREQUISITES:

SYNONYMOUS COURSE(S)

(a) Replaces: CMNS 275
(b) Cannot take:

SERVICE COURSE TO:

TOTAL HOURS PER TERM: 45

TRAINING DAY-BASED INSTRUCTION

<table>
<thead>
<tr>
<th>STRUCTURE OF HOURS</th>
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<tr>
<td>Lectures: 15 Hrs</td>
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<td>Seminar: 15 Hrs</td>
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<tr>
<td>Laboratory: 15 Hrs</td>
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<tr>
<td>Field Experience: Hrs</td>
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<tr>
<td>Student Directed Learning: Hrs</td>
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<td>Other (Specify): Hrs</td>
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LENGTH OF COURSE:

MAXIMUM ENROLLMENT: 25

EXPECTED FREQUENCY OF COURSE OFFERINGS: Once per academic year

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)

☐ Yes ☐ No

WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)

☐ Yes ☒ No

TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:

☐ Yes ☒ No

AUTHORIZATION SIGNATURES:

Course Designer(s): David Thomson
                             Chairperson: Raymond Welch
Department Head: Raymond Welch
                                    Dean: Dr. Virginia Cooke
PAC Approval in Principle Date: PAC Final Approval Date: November 26, 2004
LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

- To demonstrate elements of effective document design
- To gain proficiency in desktop publishing software
- To define the stages in producing and publishing well-designed documents
- To explain the history and development of document design and desktop publishing
- To report on contemporary issues in document design
- To practice presentation skills
- To work in a collaborative environment
- To analyse issues involved in presenting information through web pages and sites
- To develop a portfolio of design projects

METHODS:

- Lectures
- Demonstrations
- Student presentations
- Group assignments
- In-class discussion
- In-class design analysis of existing documents
- Out-of-class design and research projects

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):
Credit can be awarded for this course through PLAR
☒ Yes ☐ No

METHODS OF OBTAINING PLAR:
Portfolio of equivalent projects; evidence of writing/design in a collaborative environment

TEXTBOOKS, REFERENCES, MATERIALS:
[Textbook selection varies by instructor. An example of texts for this course might be:]

Coursepack of articles on topical desktop design issues
Adobe Indesign CS (Education Version)
SUPPLIES / MATERIALS:

n/a

STUDENT EVALUATION:
[An example of student evaluation for this course might be:]

10% Quizzes on terminology and concepts

20% Portfolio of 3 individual design projects
   - company letterhead (logo and font)
   - book jacket design (including blurb)
   - informational brochure

20% Short essays
   - each individual design project will be accompanied by a rationale for the design decisions in the process of completing the project

10% Oral presentation on desktop-publishing topic

40% Group project (design, edit & write a document-design newsletter and accompanying web site)

COURSE CONTENT:
[Course content varies by instructor. An example of course content might be:]

1. Typography, the InDesign workspace
2. Layout basics, corporate communications
3. The design process, IMS visit
4. Incorporating text and graphics
5. Designing for the spread: Continuity in design for multi-page document
6. Short presentations on student-researched topics
7. From print to screen: design issues for web pages and sites
8. Analysis and redesign of an existing newsletter
9. Instructor-facilitated workshops for group project