### OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION

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

Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor.

<table>
<thead>
<tr>
<th>CMNS 375</th>
<th>Communications</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE NAME/NUMBER</td>
<td>FACULTY/DEPARTMENT</td>
<td>UFV CREDITS</td>
</tr>
<tr>
<td>Document Design, Desktop and Web Publishing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### CALENDAR 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, and web pages.

### PREREQUISITES:

One of CMNS 115, 125, 145, 155, 165, 175 or one of English 105-170; familiarity with word processing software and the Internet is essential for success in this course.

### TOTAL HOURS PER TERM: 45

<table>
<thead>
<tr>
<th>STRUCTURE OF HOURS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures: 15 Hrs</td>
</tr>
<tr>
<td>Seminar: 15 Hrs</td>
</tr>
<tr>
<td>Laboratory: 15 Hrs</td>
</tr>
<tr>
<td>Field experience: 15 Hrs</td>
</tr>
<tr>
<td>Student directed learning: 15 Hrs</td>
</tr>
<tr>
<td>Other (specify): 15 Hrs</td>
</tr>
</tbody>
</table>

### OTHER:

- Maximum enrolment: 25
- Expected frequency of course offerings: twice annually (every semester, annually, every other year, etc.)

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

Yes [ ] No [x]

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

Yes [x] No [ ]

### TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:

Yes [ ] No [ ]

### Course designer(s): David Thomson

### Department Head: Lynn Kirkland Harvey

### Date approved: November 2008

### Date of meeting: May 1, 2009

### Date approved: March 13, 2009

### Date of meeting: April 6, 2009

### Date approved: May 22, 2009

### Date of meeting:
LEARNING OUTCOMES:

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

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

METHODS: (Guest lecturers, presentations, online instruction, field trips, etc.)

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

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

☐ Examination(s)  ☑ Portfolio assessment  ☐ Interview(s)

TEXTBOOKS, REFERENCES, MATERIALS:

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

*InDesign CS Visual Quickstart Guide* (various editions and authors)

STUDENT EVALUATION:

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

10% Quizzes on terminology and concepts
30% Portfolio of 3 individual design projects
  - company letterhead (logo and font)
  - book jacket design (including blurb)
  - informational brochure
20% Short essays
  - some individual design projects may be accompanied by a rationale for the design decisions made in the completing the project
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 documents
6. From print to screen: Design issues for web pages and sites
7. Analysis and redesign of an existing newsletter
8. Instructor-facilitated workshops for group project