UNIVERSITY OF THE FRASER VALLEY

OFFICIAL UNDERGRADUATE COURSE OUTLINE (page 1)

COURSE IMPLEMENTATION DATE: September1999
COURSE REVISED IMPLEMENTATION DATE: September 2009
COURSE TO BE REVIEWED: May 2013
(four years after UPAC approval) *(month, year)*

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

CMNS 375	Communications	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS

Document Design, Desktop and Web Publishing
COURSE DESCRIPTIVE TITLE

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.

COREQUISITES:
PRE or COREQUISITES:

SYNONYMOUS COURSE(S):
(a) Replaces: **CMNS 275**
(b) Cross-listed with:
(c) Cannot take: for further credit.

SERVICE COURSE TO: *(department/program)*

TOTAL HOURS PER TERM: **45**

STRUCTURE OF HOURS:

Lectures:	**15**	Hrs
Seminar:	**15**	Hrs
Laboratory:	15	Hrs
Field experience:		Hrs
Student directed learning:		Hrs
Other (specify):		Hrs

TRAINING DAY-BASED INSTRUCTION:
Length of course:
Hours per day:

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
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)	☐ Yes	☒ No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:	☐ Yes	☐ No

Course designer(s): **David Thomson**

Department Head:	**Lynn Kirkland Harvey**	Date approved:	**November 2008**
Supporting area consultation (UPACA1)		Date of meeting:	**May 1, 2009**
Curriculum Committee chair:	**Moira Kloster**	Date approved:	**March 13, 2009**
Dean/Associate VP:	**Eric Davis**	Date approved:	**April 6, 2009**
Undergraduate Program Advisory Committee (UPAC) approval		Date of meeting:	**May 22, 2009**

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:]

The Non-Designer's Design Book, 3rd Edition, by Robin Williams
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