**CMNS 375**

**Understanding Design for Print Publications**

**COURSE NAME/NUMBER**

**FACULTY/DEPARTMENT**

**UFV CREDITS**

3

**CALANDER DESCRIPTION:**

This course focuses on the theory and practice of document design, typography, and desktop publishing. Students will apply their knowledge in design to a variety of documents including brochures, newsletters, and marketing material.

Note: Students with credit for CMNS 275 cannot take this course for further credit.

**PREREQUISITES:**

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

Note: As of September 2013, prerequisites will change to the following:

One of CMNS 125, 145, 155, 175, or ENGL 105

**SYNONYMOUS COURSE(S):**

(a) Replaces: CMNS 275

(b) Cross-listed with: 

(c) Cannot take: for further credit.

**TOTAL HOURS PER TERM:** 45

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<th>STRUCTURE OF HOURS</th>
<th>TRAINING DAY-BASED INSTRUCTION</th>
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<tr>
<td>Lectures: 15 Hrs</td>
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<td>Seminar: 15 Hrs</td>
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<td>Laboratory: 15 Hrs</td>
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<td>Field experience: Hrs</td>
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<td>Student directed learning: Hrs</td>
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<tr>
<td>Other (specify): Hrs</td>
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<th>OTHER:</th>
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<tr>
<td>Maximum enrolment: 25</td>
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<td>Expected frequency of course offerings: twice annually</td>
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<td>(every semester, annually, every other year, etc.)</td>
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WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only) 

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

TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:

<table>
<thead>
<tr>
<th>Yes</th>
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**Course designer(s):** David Thomson and Samantha Pattridge

**Department Head:** David Thomson

**Supporting area consultation**

**Curriculum Committee chair:** Tetsuomi Anzai

**Dean/Associate VP:** Jacqueline Nolte

**Undergraduate Education Committee (UEC) approval**

<table>
<thead>
<tr>
<th>Date approved:</th>
<th>Date of meeting:</th>
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<tr>
<td>March 4, 2011</td>
<td>November 4, 2011</td>
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<tr>
<td>January 20, 2012</td>
<td>January 20, 2011</td>
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<td>February 3, 2012</td>
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LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:
- Design effective and attractive print publications
- Demonstrate proficiency in desktop publishing software
- Define the stages in producing and publishing well-designed documents
- Outline the history and development of document design and desktop publishing
- Participate in collaborative environments
- Develop a portfolio of design projects

METHODS: (Guest lecturers, presentations, online instruction, field trips, etc.)
Lectures and guest lecturers
Demonstrations and tutorials
Group assignments
In-class discussion
Out-of-class design and research projects
Online discussion

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):
- Examination(s)
- Portfolio assessment
- Interview(s)
- Other (specify):

- PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS: [Textbook selection varies by instructor. Examples for this course might be:]
Adobe Classroom in a Book (various editions and authors)

SUPPLIES / MATERIALS:
N/A

STUDENT EVALUATION: [An example of student evaluation for this course might be:]
10% Quizzes on terminology and concepts
30% Portfolio of three individual design projects
   - Company letterhead with business card (logo and font)
   - Book jacket
   - Advertisement
20% Memos to accompany design projects and justify the design choices made
   - 40% Group design project Design and create an informational brochure
   - Design, edit, and write a newsletter and present the design process

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. Design issues for presentations
7. Analysis and redesign of an existing newsletter
8. Instructor-facilitated workshops for group project