OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION

CMNS 375 Communications 3

Understanding Design for Print Publications

CALENDAR 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 the following: CMNS 125, 145, 155, 175, or ENGL 105

COREQUISITES: PRE or COREQUISITES:

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

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
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 [x] No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: [ ] Yes [ ] No

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

Date approved: March 4, 2011
Date of meeting: November 4, 2011
Date approved: January 20, 2012
Date approved: January 20, 2011
Date of meeting: February 3, 2012
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