

COURSE IMPLEMENTATION DATE:
COURSE REVISED IMPLEMENTATION DATE: September 2007
COURSE TO BE REVIEWED: May 2011
(Four years after UPAC final approval date) (MONTH YEAR)

OFFICIAL 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 and the material will vary
- see course syllabus available from instructor

FACULTY/DEPARTMENT: GD 317	GD 217	3
COURSE NAME/NUMBER	FORMER COURSE NUMBER Advanced Publication Design	UCFV CREDITS
COURSE DESCRIPTIVE TITLE		

CALENDAR DESCRIPTION:

In this course students will develop advanced designs for publication (books, magazines, newspapers, etc.) from concept to a printed portfolio piece. Industry production processes and materials will also be studied. In addition, the students will enhance their computer skills and creativity. Through a series of projects students will also learn to critique and meet deadlines.

PREREQUISITES: GD 154, GD 156, and GD 157
COREQUISITES:

SYNONYMOUS COURSE(S)	SERVICE COURSE TO:
(a) Replaces: GD 217 (Course #)	(Department/Program)
(b) Cannot take: _____ for further credit. (Course #)	(Department/Program)

TOTAL HOURS PER TERM: 60	TRAINING DAY-BASED INSTRUCTION
STRUCTURE OF HOURS:	LENGTH OF COURSE: _____
Lectures: 20 Hrs	HOURS PER DAY: _____
Seminar: 5 Hrs	
Laboratory: 35 Hrs	
Field Experience: _____ Hrs	
Student Directed Learning: _____ Hrs	
Other (Specify): _____ Hrs	

MAXIMUM ENROLLMENT:	23
EXPECTED FREQUENCY OF COURSE OFFERINGS:	Annual
WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)	<input type="checkbox"/> Yes <input type="checkbox"/> No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:	<input type="checkbox"/> Yes <input type="checkbox"/> No

AUTHORIZATION SIGNATURES:

Course Designer(s): _____ Chairperson: _____
J. Nolte and A. Babiarz BFA Curriculum Committee

Department Head: _____ Dean: _____
J. Nolte Eric Davis

UPAC Approval in Principle Date: _____ UPAC Final Approval Date: May 25, 2007

LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

Upon successful completion of this course students will have:

- attained a brief historical overview of publication design
- explored and practiced print publication design theories
- recognized and explained the anatomy of a multiple page document
- composed successful publication layouts of different kinds (e.g. magazine, newspaper, book)
- planned publication criteria
- compared benefits and limitations of industry materials and processes

METHODS:

Lectures, demos, group and individual problem solving, lab work, field trip, audio visual materials.

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR (Please check:) Yes No

METHODS OF OBTAINING PLAR:

Portfolio and interview.

TEXTBOOKS, REFERENCES, MATERIALS:

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

38th Annual Publication Design Annual by the Society of Publication Designers
Magazine Design that Works: Secrets for Successful Magazine Design (That Works Series) by Stacey King, 2001
Breaking the Rules in Publication Design by Inc. Supon Design Group, Supon Phornirunlit, and Supon Design Group, 2001
The Chicago Manual of Style – 14th edition

SUPPLIES / MATERIALS:

Xacto-type utility knife
Spray glue
Felt pen set
French curves
Tracing paper
Steel ruler
Matte board and marker paper

STUDENT EVALUATION:

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

Projects	60%
Short assignments	20%
Mid-term	10%
Final	10%

COURSE CONTENT:

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

Historical overview and design theories
Overview of software used: Adobe Illustrator, Adobe Photoshop
Identifying projects
Publication planning
Developing appropriate formats
Terminology
Design considerations and criteria
Page layout, typography, and graphics
Make-up of a multiple page document
Identifying use of digital photography
Prepress planning and costing
Presentations and group critiques of projects

