

**UNIVERSITY COLLEGE OF THE FRASER VALLEY**

**COURSE INFORMATION**

**DISCIPLINE/DEPARTMENT:** GRAPHIC DESIGN      **IMPLEMENTATION DATE:** Jan. 8, 1996

**Revised:** \_\_\_\_\_

<b>GD 367</b>	<b>Publication &amp; Book Design</b>	<b>3</b>
<b>SUBJECT/NUMBER OF COURSE</b>	<b>DESCRIPTIVE TITLE</b>	<b>UCFV CREDITS</b>

**CALENDAR DESCRIPTION:** The course will practise the manipulation of all pictorial elements with a strong typographic bias in order to produce authentic pieces for a finished portfolio. Students will gain a comprehensive knowledge of composition and page layout with consideration to typographic nuance. Students will be encouraged to pursue their own personal discovery of what constitutes succinct editorial & literary imagery and how it works in tandem with headings, sub-headings and text.

**RATIONALE:** will be a unique class (not offered in peer institutions) allowing specialisation for an increase of publishing ventures on the west coast

**COURSE PREREQUISITES:** GD 363, GD 364, GD 361, GD 360, GD 368

**COURSE COREQUISITES:** GD 366, GD 365, GD 362, GD 369

<b>HOURS PER TERM FOR EACH STUDENT</b>	<b>Lecture</b>	<b>15</b>	<b>hrs</b>	<b>Student Directed Learning</b>		<b>hrs</b>
	<b>Laboratory</b>	<b>52.5</b>	<b>hrs</b>	<b>Other - specify:</b>		
	<b>Seminar</b>		<b>hrs</b>	<b>Critique</b>	<b>15</b>	<b>hrs</b>
	<b>Field Experience</b>		<b>hrs</b>	<b>TOTAL</b>	<b>82.5</b>	<b>HRS</b>

**MAXIMUM ENROLMENT:** 20

**Is transfer credit requested?**     Yes     No

**AUTHORIZATION SIGNATURES:**

**Course Designer(s):** Graphic Design Program

**Chairperson:**

**Curriculum Committee**

**Department Head:** \_\_\_\_\_

**Dean:**

**PAC: Approval in Principle** \_\_\_\_\_  
(Date)

**PAC: Final Approval:** January 17, 1996  
(Date)



GD 367

NAME & NUMBER OF COURSE**STUDENT EVALUATION PROCEDURE:**

Emphasis will be placed on the ability to combine and exploit all pictorial elements with special consideration towards layout and typographic design. The originality of concept, quality of design and manner of presentation continue to be of paramount importance. Students will be expected to attend class regularly, unless extenuating circumstances prevail and with consistent punctuality. All stages of an assignment from rough concept through to the finished piece will be according to the instructor's deadline.

**Grade Scale**

A+	95-100%	B+	75-79%	C+	60-64%	
A	85-94%	B	70-74%	C	55-59%	
A-	80-84%	B-	65-69%	C-	50-54%	P 45-49%

**COURSE CONTENT**

1. Paperback Cover	15%
2. Magazine Cover & Masthead together with double page spread indicating style & tone	25%
3. Literary Dust Jacket with title page together with chapter indicating style & tone	25%
4. Coffee Table genre: Dust Jacket & Hard Cover together with 4 pages indicating style & tone	25%
5. Participation	10%
TOTAL	100%