

COURSE IMPLEMENTATION DATE: [ **January 2000** ]

COURSE TO BE REVIEWED DATE: [ **January 2004** ]  
(Four years after implementation date)

**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 material will vary  
- see course syllabus available from instructor

FACULTY/DEPARTMENT: **GRAPHIC DESIGN**

**GD 367**

**3**

COURSE NAME/NUMBER

FORMER COURSE NUMBER

UCFV CREDITS

**PUBLICATION & BOOK DESIGN**

COURSE DESCRIPTIVE TITLE

**CALENDAR DESCRIPTION:**

This course will include cover design and function, table of contents, chapter openers, headers and footers, and the grid. Students will be expected to use these time-honoured elements, take them to their limits, and design innovative and dynamic portfolio pieces. The structure of the book, and method of binding, and method of binding, will be addressed as a creative opportunity as opposed to a mechanical restriction.

**PREREQUISITES:** completion of previous year of Graphic Design program

**COREQUISITES:**

**SYNONYMOUS COURSE(S)**

(a) Replaces:

(Course #)

(b) Cannot take \_\_\_\_\_ for further credit

(Course #)

**SERVICE COURSE TO:**

(Department / Program)

(Department / Program)

**TOTAL HOURS PER TERM:** **82.5**

**STRUCTURE OF HOURS:**

Lectures:	15	hrs
Seminar:		hrs
Laboratory:	52.5	hrs
Field Experience:		hrs
Student Directed Learning:		hrs
Other (Specify):	15	hrs
Critique		

**TRAINING DAY-BASED INSTRUCTION**

LENGTH OF COURSE: \_\_\_\_\_

HOURS PER DAY: \_\_\_\_\_

**MAXIMUM ENROLMENT:** **20**

**EXPECTED FREQUENCY OF COURSE OFFERING:** \_\_\_\_\_

**WILL TRANSFER CREDIT BE REQUESTED?**

YES \_\_\_\_\_ NO **/**

**TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:**

YES \_\_\_\_\_ NO **/**

**AUTHORIZATION SIGNATURES:**

Course designer(s): **GRAPHIC DESIGN PROGRAM**

Chairperson: \_\_\_\_\_

(Curriculum Committee)

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

Dean: \_\_\_\_\_

Tom Lulevitch

W.R. (Dick) Bate

PAC Approval in Principle Date: \_\_\_\_\_

PAC Final Approval Date: **November 29, 1999**

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 COURSE NAME / NUMBER
 

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**LEARNING OBJECTIVES / GOALS / OUTCOMES/ LEARNING OUTCOMES:**

1. To design for the short shelf life of magazines.
2. To gain skill in "competing in a saturated visual environment."
3. To understand the function of the masthead.
4. To understand the function of the grid and how to apply it creatively.
5. To identify the implications of general and specified target audiences.
6. To practise the emotive and communicative qualities of typography.
7. To be thoroughly cognisant of the editorial potential of illustrative and photographic imagery, individually and in combination.
8. To apply expertise in Quark, Adobe Illustrator and Photoshop software programs.

**METHODS:**

As well as productive board time, classes will be structured to incorporate individual tutorials, lectures, critiques and guest speakers.

**PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):**

Credit can be awarded for this course through PLAR                      YES \_\_\_\_\_                      NO   /  

**METHODS OF OBTAINING PLAR:****TEXTBOOKS, REFERENCES, MATERIALS:**

Communication Arts  
 Graphis  
 Print Magazine

**SUPPLIES / MATERIALS:**

Laser Output and Di Sublimation Output

**STUDENT EVALUATION:**

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:**

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**COURSE NAME / NUMBER**

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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%