



COURSE OUTLINE

COURSE NUMBER:	DPS 17202 1801
COURSE NAME:	Graphic Design for Non-Designers II
COURSE PRE-REQUISITE(S):	Graphic Design for Non-Designers I
INSTRUCTOR:	Brent Scott
INSTRUCTOR CONTACT:	edu@brentscott.com
DATES AND TIME:	January 14 – March 4, 2019 6 Mon, 9:00 a.m. – 4:00 p.m.
EXAMINATION DATES:	No Examination

Please note: no class scheduled for Jan 21 & Feb 18 (see full-time and lecture schedule for details)

Authorized equipment for all exams will be pens, pencils, and eraser. Unauthorized equipment or material will include all electronic devices, including cell phones and written course material. Your instructors may authorize additional material or equipment for this course.

Photo ID will be required for all PACE exams.

TECHNOLOGY REQUIREMENTS:	Laptop required
REQUIRED READINGS:	1. Adobe Photoshop CC Classroom in a Book, 1st Edition, Adobe Press 2. White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design, 2nd Edition, K. Golombisky, R. Hagen, Focal Press

Consult the bookstore [website link](#) for the most recent textbook edition

NEXUS:

Course materials, resources and assignments will be posted on Nexus, the online course management system, supporting the delivery of this course. Please use your WebAdvisor username and password to log in to Nexus system to retrieve these materials and to access important class communication. Not all part-time courses are posted on Nexus; if not, materials, if applicable, are available in class.

COURSE DESCRIPTION:

Many public relations and marketing professionals work with designers, either purchasing design or working in organizations where in-house design is essential. This is the second in a series of three courses. This level will continue exploring various graphic design principles and techniques, while integrating the design tools of the Adobe Creative Cloud software to various design projects.

LEARNING OUTCOMES:

On completion of this course, students should be able to:

- Develop their digital design skills using the Adobe Photoshop and Adobe Illustrator software;
- Enhance their layout and design skills;
- Apply the concept development process to a variety of design projects;
- Identify common design mistakes and develop strategies to overcome different graphic design challenges;
- Understand how to manipulate digital images and create print-ready vector graphics;
- Recognize the intercept between branding and graphic design for logo creation and understand how logos fit in Visual Identity Guidelines.
- Understand the basic concepts and techniques involved with Photography.
- Use Photoshop to restore and retouch digital images using various tools.

DISCLAIMER:

Please consider this course outline as a general guide. Time constraints and other unforeseen factors may require some adaptation of the course materials.

LECTURE SCHEDULE:

SCHEDULE DATES	LECTURE TOPICS	REQUIRED READING
January 14, 2019	<ul style="list-style-type: none">• Photoshop – Review of Basic Features and Concepts<ul style="list-style-type: none">○ Documents and Saving○ Tools○ Painting○ Selections○ Layers○ Type○ Gradients○ Paths○ Masks• Photography Basics<ul style="list-style-type: none">○ Digital vs Film○ SLR vs Non-SLR	

	<ul style="list-style-type: none"> ▪ Lenses ○ Photography Concepts <ul style="list-style-type: none"> ▪ Aperture ▪ Shutter ▪ ISO ▪ Automatic vs. Manual ▪ Depth of Field (Bokeh) ▪ White Balance ○ File Types <ul style="list-style-type: none"> ▪ JPEG ▪ RAW ▪ Using Both ○ Photography Techniques <ul style="list-style-type: none"> ▪ HDR ▪ Low-light ▪ Long Exposure ○ Getting the Most From Your Smartphone Camera 	
<p>January 28, 2019</p>	<ul style="list-style-type: none"> • Photoshop – Image Retouching and Restoring <ul style="list-style-type: none"> ○ About Cloning and Redistribution of Pixels ○ Clone Stamp Tool ○ Healing Brush Tool ○ Spot Healing Brush Tool ○ Patch Tool ○ Content-Aware Fill • Basic Levels adjustments • Photoshop – Image Adjustments <ul style="list-style-type: none"> ○ Adjustment Layers vs. Image Adjustments ○ Different types of Adjustment Layers • Photoshop – Levels <ul style="list-style-type: none"> ○ Histogram view ○ Using Levels Adjustments ○ Gamut Warnings 	

<p>February 4, 2019</p>	<ul style="list-style-type: none"> ● Photoshop – Colour Adjustments <ul style="list-style-type: none"> ○ Using Colour Tools ● Photoshop – Filters and Special Effects <ul style="list-style-type: none"> ○ Destructive vs. Non-destructive Filters ○ Smart Filters ○ Working with Filters ● Graphic Design Concepts <ul style="list-style-type: none"> ○ The Design Process ○ Common Design Layout Mistakes ○ Elements, Principles, & Theories of Design ○ Layout ○ Storyboarding ● 	
<p>February 11, 2019</p>	<ul style="list-style-type: none"> ● Adobe Illustrator – Introduction <ul style="list-style-type: none"> ○ Differences and similarities between Photoshop and Illustrator ○ Artboards ○ The Illustrator Workspace ○ Creating New Documents ○ Saving ○ Illustrator Tools ○ Working with Vector Objects ○ Using Colour 	
<p>February 25, 2019</p>	<ul style="list-style-type: none"> ● Adobe Illustrator <ul style="list-style-type: none"> ○ Using the Pencil Tool ○ Editing Strokes ○ Tracing Raster Images ○ Selections in Illustrator ○ Using Symbols ○ Placing Images ○ Working with Type ○ Brushes ○ Aligning and Distributing ○ Grouping ○ Creating Shapes 	

	<ul style="list-style-type: none"> ○ Using the Shape Builder Tool ○ Editing Paths and Shapes ○ Eraser Tool ● Adobe Illustrator – Transforming Artwork <ul style="list-style-type: none"> ○ Working with Artboards ○ Rulers and Guides ○ Scaling ○ Reflecting ○ Distorting and Effects ○ Rotating ○ Shearing 	
March 4, 2019	<ul style="list-style-type: none"> ● Adobe Illustrator – Creating Custom Art <ul style="list-style-type: none"> ○ The Pen Tool ○ Using the Pen Tool Effectively ○ Pen Tool Practice ○ Converting points ○ Curvature Tool ○ Editing Curves ○ Adding and Deleting Points ○ Cutting with Knife and Scissors ● Adobe Illustrator – Layers <ul style="list-style-type: none"> ○ Understanding Layers ○ Layers and Sublayers ○ Moving Content ● Creating a Logo <ul style="list-style-type: none"> ○ What Does the Logo Represent? ○ Choosing Colours ○ Text vs. Symbols ○ Creating Logo Guidelines ○ Logo Variations ○ Print Considerations ○ Use of Effects 	

Remember to complete your course evaluation immediately after this course is complete. We take your feedback very seriously and use it to continually improve our courses and programs.

- **Full time course evaluations are available on NEXUS**
- **Part time and online course evaluations will be emailed to you**

VOLUNTARY WITHDRAWAL:

Students can voluntarily withdraw from a course up to the 75% point in a course without any academic penalty. Note that this does not include the hours for the invigilated exams. It is the student's responsibility to withdraw this course to ensure no academic penalty is incurred. Please consult the Registration Office or Academic Advisor for a **Request for Voluntary Withdrawal** form.

METHOD OF EVALUATION:

VALUE	ITEM OF WORK	DUE DATE
25%	Assignment #1: (Individual Assignment) Detailed instructions will be provided by the instructor in-class.	February 4, 2019
5%	Quiz #1 This quiz will be held at 9am and students will have up to 20 minutes to complete the quiz.	February 11, 2019
5%	Quiz #2 This quiz will be held at 9am and students will have up to 20 minutes to complete the quiz.	March 4, 2019
25%	Assignment #2: (Individual Assignment) Detailed instructions will be provided by the instructor in-class.	February 25, 2019
35%	Final Project: (Individual Assignment) Detailed instructions will be provided by the instructor in-class.	March 11, 2019
5%	Participation – see rubric below	

All applicable assignments must be typed, as well as formatted and referenced according to APA 6th Edition specifications. See the policy on the UWINNIPEG Academic Writing Standards.

MINIMUM GRADE:

Students must receive a minimum grade of “C”, or better, in all courses within the program requirements to graduate.

PARTICIPATION:

Participation is an important component of a meaningful learning process. Contributions to class activities, group work, and class discussion will enhance your academic success and contribute to a more positive and productive learning environment. Participation is a reflection of actively engaging in class room work and attentiveness to the contributions of others and the instructor. Participation is also a reflection of being present in the classroom in a timely fashion and not distracting others.

PARTICIPATION GRADE RUBRIC:

GRADE	CHARACTERISTICS / DESCRIPTION
1	Displays most or many of the following: Does not participate in class discussion. Does not ask questions. Does not listen when others speak or interrupts discussion. Is distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations etc.). Is almost never prepared. Misses all or nearly all classes, is late for all, or nearly all, start of the class, or is late returning from breaks.
3	Displays most or many of the following: Is present, but responds minimally when asked directly. Is adequately prepared for class, but does not analyze or provide interpretation. Rarely asks questions, and does not always listen when others speak; is sometimes distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations, etc.). Is often absent or often late for the start of the class or returning to class after break
5	Displays all or nearly all of the following: Very well prepared – read materials and relates it to other materials (readings, course material, discussions, experiences, etc.). Evaluates and analyzes material, and offers new and insightful approaches. Significantly contributes to discussion – listens to classmates and provides further analysis to maintain discussion. Very active discussion. Attends every class, is never late for the start of class or returning from break. Is always, or nearly always, attentive to class discussions and the instructor, never uses cell phone, computer or engages in sidebar conversation.

RESEARCH POLICY:

Students who plan to conduct research interviews, focus groups, surveys, or any other method of collecting data from any person, even a family member, must obtain the approval of the appropriate ethics committee before commencing data collection. Exceptions are research activities as a learning exercise to satisfy course requirements with no intent to publish as research.

POLICY FOR LATE ASSIGNMENTS:

- All assignments will be given a due date.
- Individuals who cannot meet the deadline and have a legitimate reason (i.e., illness supported by a medical certificate relative to the due date), must request an extension in writing from the instructor no later than the 24 hours before the deadline.
- Students who do not receive an extension from the instructor will receive a grade of zero on the assignment if the assignment is not submitted by the due date.
- It is the student's responsibility to retain an electronic copy of ALL assignments submitted for grading.

STUDENT HANDBOOK AND ACADEMIC REGULATION AND POLICY INFORMATION:

Refer to the [Student Handbook](#) for academic and general PACE policies. This information is also available on the UWinnipeg PACE website.

It is the students' responsibility to read the policies outlined in the PACE Student Handbook for all University of Winnipeg Academic regulation and policy information.

ACADEMIC MISCONDUCT:

Please refer to the Academic Misconduct Policy in the most recent version of the University of Winnipeg General Calendar, under Student Discipline, Section 8a, or see:

- [Academic Misconduct Policy](#)
- [Procedures: Academic Misconduct Policy](#)

UWINNIPEG RESPECTFUL LEARNING POLICY:

All students, faculty and staff have the right to participate, learn and work in an environment that is free of harassment and discrimination. The UW Respectful Working and Learning Environment Policy may be found online at www.uwinnipeg.ca/respect.

ACADEMIC ACCOMMODATIONS:

Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures/laboratories (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 786-9771 or accessibilityservices@uwinnipeg.ca to discuss appropriate options. All information about a student's disability or medical condition remains confidential. <http://www.uwinnipeg.ca/accessibility>.

UWPACE GRADING SYSTEM:

Letter Graded	Percentage	GPA	<u>Pass/Fail</u>	
A+	96-100	4.50	P	Pass
A	91-95	4.00	F	Fail
A-	83-90	3.75	<u>Non-Graded</u>	
B+	75-82	3.50	CP	Certificate of Participation (75% Attendance)
B	70-74	3.00	NC	No Certificate of Participation
C+	66-69	2.50	<u>Special Designations</u>	
C	57-65	2.00	I	Incomplete
D	50-56	1.00	TC	Transfer Credit
F	<50	0.00	S	Standing

DISCLAIMER:

Please retain a copy of this course outline for reference purposes and/or future academic endeavor.

Note: PACE archives course outlines in PDF format for a period of five years and charges an administrative fee for archived course outline requests.