



**COURSE OUTLINE**

<b>COURSE NUMBER:</b>	<b>DPS 17203 1802</b>
<b>COURSE NAME:</b>	<b>Graphic Design for Non-Designers III</b>
<b>COURSE PRE-REQUISITE(S):</b>	<b>Graphic Design for Non-Designers II</b>
<b>INSTRUCTOR:</b>	<b>Brent Scott</b>
<b>INSTRUCTOR CONTACT:</b>	<a href="mailto:edu@brentscott.com">edu@brentscott.com</a>
<b>DATES AND TIME:</b>	<b>March 18 – May 6, 2019</b> <b>6 Mon, 9:00 a.m. – 4:00 p.m.</b>
<b>EXAMINATION DATES:</b>	<b>No examination</b>

*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.**

<b>TECHNOLOGY REQUIREMENTS:</b>	<b>Laptop required</b>
<b>REQUIRED READINGS:</b>	<b>Adobe InDesign CC Classroom in a Book, K. Anton, J. Cruise, 1st Edition</b>

**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:**

With more and more organizations trying to stretch their advertising dollars over many initiatives, in-house design work offers a huge cost-saving advantage. This course is the last in a series of three levels and will help students expand their design skills. This course will lead students through the A to Z's of the basic design process – working from roughed out or thumbnail sketches to a final design.

## LEARNING OUTCOMES:

On completion of this course, students will:

- Produce a variety of simple in-house design materials, including posters, ads, invitations, newsletters, etc.;
- Utilize research to clarify design objectives and understand the target audience;
- Apply Adobe InDesign to the design of print publications;
- Prepare electronic design for print production and determine the most effective and cost-efficient print medium;
- Develop strategies to fix basic design problems.

## 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	
March 18, 2019	<ul style="list-style-type: none"><li>• Video<ul style="list-style-type: none"><li>○ Framerates</li><li>○ Compression</li><li>○ File Types</li><li>○ Adobe Premiere Introduction</li><li>○ Gathering Assets</li><li>○ Timelines and Sequences</li><li>○ Audio/video Tracks</li><li>○ Transitions</li><li>○ Text</li><li>○ Effects</li><li>○ Rendering Video</li></ul></li></ul>	
April 1, 2019	<ul style="list-style-type: none"><li>• Working with and creating PDF files</li><li>• Adobe InDesign<ul style="list-style-type: none"><li>○ Introduction</li><li>○ User Interface</li><li>○ Using Guides and Grids</li><li>○ InDesign Preferences</li><li>○ Working with text</li><li>○ Colours Swatches and Gradients</li><li>○ Formatting Type</li></ul></li></ul>	

April 8, 2019	<ul style="list-style-type: none"> <li>• Researching Target Audience and Demographics</li> <li>• Thumbnail Sketches</li> <li>• Printing <ul style="list-style-type: none"> <li>○ Paper stock types</li> <li>○ Ink types</li> <li>○ Proofing</li> </ul> </li> <li>• Adobe InDesign <ul style="list-style-type: none"> <li>○ Graphics and Layout</li> <li>○ Transparency</li> <li>○ Using Tables</li> </ul> </li> <li>• Work on Assignment</li> </ul>	
April 22, 2019	<ul style="list-style-type: none"> <li>• Adobe InDesign <ul style="list-style-type: none"> <li>○ Preparing to Print</li> <li>○ Creating PDF files</li> <li>○ Master Page Setup</li> <li>○ Using Styles</li> <li>○ Text Flow Control</li> </ul> </li> </ul>	
April 29, 2019	<ul style="list-style-type: none"> <li>• Adobe InDesign <ul style="list-style-type: none"> <li>○ Page Elements and Graphics</li> <li>○ Bezier Shapes</li> <li>○ Document Sectioning</li> </ul> </li> <li>• Publishing InDesign documents online</li> <li>• Work on InDesign Assignment</li> <li>▪</li> </ul>	
May 6, 2019	<ul style="list-style-type: none"> <li>• Graphic Design Principles Review</li> <li>• Adobe InDesign <ul style="list-style-type: none"> <li>○ Finalizing the publication</li> <li>○ Preflighting</li> <li>○ Packaging files</li> </ul> </li> <li>• Creating an Effective Newsletter Publication</li> <li>• Work on Project</li> </ul>	

**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:**

<b>VALUE</b>	<b>ITEM OF WORK</b>	<b>DUE DATE</b>
10%	<b>Quiz #1</b>  This quiz will be held at 9am and students will have up to 20 minutes to complete the quiz.	April 8, 2019
10%	<b>Quiz #2</b>  This quiz will be held at 9am and students will have up to 20 minutes to complete the quiz.	April 29, 2019
20%	<b>Assignment #1: (Individual Assignment)</b>  Create a business card with Adobe InDesign.	April 1, 2019
25%	<b>Assignment #2 (Individual Assignment)</b>  Create a tri-fold brochure using Adobe InDesign	April 15, 2019
30%	<b>Final Project (Group Project)</b>  Create and package a newsletter to PDF, and print.	May 13, 2019
5%	<b>Participation</b> – see rubric below	

**All applicable assignments must be typed, as well as formatted and referenced according to APA 6<sup>th</sup> 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:**

<b>GRADE</b>	<b>CHARACTERISTICS / DESCRIPTION</b>
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](http://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](mailto: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:**

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

**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.