



**COURSE OUTLINE**

**MMC 125**

**GRAPHIC DESIGN**

**45 HOURS  
3 CREDITS**

PREPARED BY: Jon Gelinas

DATE: September 3, 2015

APPROVED BY: Andrew Richardson

DATE:

APPROVED BY ACADEMIC COUNCIL: (date)

RENEWED BY ACADEMIC COUNCIL: (date)



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School of Liberal Arts

MMC 125

3 Credit Course

Fall 2015

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## Graphic Design

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**INSTRUCTOR:** Jon Gelinias

**OFFICE HOURS:** Mondays 10:00 a.m. - 12:00 p.m. or by appointment

**OFFICE LOCATION:** T1026-D (Next to Multimedia Lab)      **CLASSROOM:** T1030A

**E-MAIL:** jgelinas@yukoncollege.yk.ca      **TIME:** 1:00 - 4:00 p.m.

**TELEPHONE:** 867.668.8766

**DATES:** Mondays, September 14 - December 18, 2015

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### **COURSE DESCRIPTION:**

This course will provide a foundation in graphic design upon which to build critical skills for communicating ideas visually. Students will explore historical, cultural and modern contexts for design. The importance of typography, imagery, colour and the elements and principles of design are also covered. Students will use both traditional materials and computer applications to produce their work. Particular attention will be placed on print and web mediums.

### **PREREQUISITES:**

None.

### **EQUIVALENCY/TRANSFERABILITY:**

AU CMNS 2xx (3)

NIC YUKO MMC 125 (3) & YUKO MMC 123 (3) & YUKO MMC 113 (3) = NIC IMG 102 (3)

SFU IAT 102 (3)

TRU-OL VISA 1xx1 (3)

UVIC ART 100 lev (1.5)

## **LEARNING OUTCOMES:**

Upon successful completion of the course, students will be able to:

- evaluate historical and cultural design criteria
- understand First Nation cultural copyright concerns
- demonstrate the ability to communicate ideas clearly in various mediums
- understand the importance of typography in modern graphic design
- recognize principles of graphic design
- incorporate elements of design appropriately for a given medium
- utilize colour theory effectively for print and web

## **DELIVERY METHODS/FORMAT:**

Conventional lecture and demonstration methods are used to present the theory portion while projects and assignments are utilized to reinforce and compliment the theory.

## **COURSE REQUIREMENTS:**

It is not required that you own a computer, however acquiring the appropriate hardware and course software are suggested for optimal learning. Students should purchase a USB flash drive or external hard drive to backup and transfer files to and from home. Access to a camera and/or original, digital photographic images will be crucial in completing assignments.

## **ASSESSMENTS:**

### **Attendance and Participation**

Regular attendance and participation is expected. If you must miss class, please inform the instructor ahead of time, if at all possible. It is the student's responsibility to take notes, to obtain missed assignments, announcements or material handouts for any class they have missed. The student is also expected to review topics as outlined in the syllabus prior to class.

### **Assignments:**

Students are given assignments after each class to demonstrate their understanding of material covered during formal delivery and the application of this knowledge in a practical manner.

**Final Project:**

This in-class practical project will assess the student's course knowledge in general since the beginning of term, and concepts covered in more detail since the mid-term evaluation.

Assignments and Quizzes	80%
Final Project	20%

**REQUIRED TEXTBOOKS/MATERIALS:**

No textbook is required for this course. Materials will be supplemented with handouts and online resources.

**COURSE OUTLINE**

Please see your MyYC course page for full breakdown of topics covered and assignment dates.

**ACADEMIC AND STUDENT CONDUCT**

Information on academic standing and student rights and responsibilities can be found in the Academic Regulations:

[http://www.yukoncollege.yk.ca//downloads/Yukon\\_College\\_Academic\\_Regulations\\_and\\_Procedures\\_-\\_August\\_2013\\_final\\_v1.pdf](http://www.yukoncollege.yk.ca//downloads/Yukon_College_Academic_Regulations_and_Procedures_-_August_2013_final_v1.pdf)

**PLAGIARISM**

Plagiarism is a serious academic offence. Plagiarism occurs when students present the words of someone else as their own. Plagiarism can be the deliberate use of a whole piece of another person's writing, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material. Whenever the words, research or ideas of others are directly quoted or paraphrased, they must be documented according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Resubmitting a paper which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the College.

**YUKON FIRST NATIONS CORE COMPETENCY**

Yukon College recognizes that a greater understanding and awareness of Yukon

First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from ANY Yukon College program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see [www.yukoncollege.yk.ca/yfnccr](http://www.yukoncollege.yk.ca/yfnccr).

## **ACADEMIC ACCOMMODATION**

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon College Academic Regulations (available on the Yukon College website). It is the student's responsibility to seek these accommodations. If a student requires an academic accommodation, he/she should contact the Learning Assistance Centre (LAC) at (867) 668-8785 or [lassist@yukoncollege.yk.ca](mailto:lassist@yukoncollege.yk.ca).