



COURSE OUTLINE

MMC 125

GRAPHIC DESIGN

**45 HOURS
3 CREDITS**

PREPARED BY: Jon Gelinas

DATE: June 12, 2017

APPROVED BY: Margaret Dumkee

DATE: June 16, 2017

APPROVED BY ACADEMIC COUNCIL: (date)

RENEWED BY ACADEMIC COUNCIL: (date)



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GRAPHIC DESIGN

INSTRUCTOR: Jon Gelinias

OFFICE HOURS: Mon., Wed. 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 11 - December 4, 2017
Make up class for Remembrance Day holiday on Thursday, December 7.

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.

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
- 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
- understand First Nation cultural copyright concerns

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 or be prepared to utilize cloud storage options.

Access to a camera and/or original, digital photographic images will be crucial in completing assignments in this course. Cameras on mobile phones are an acceptable option.

Students should be comfortable working on a computer as the majority of assignments will be created and delivered digitally.

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	75%
Final Project	25%

REQUIRED TEXTBOOKS/MATERIALS:

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

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

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.

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.

COURSE OUTLINE

Please see your course page on YukonCollege.me (moodle site) for full breakdown of topics covered and assignment dates.

This tentative schedule is subject to change.

CLASS	DATE	TOPIC	ASSIGNMENT	% of final grade	cumulative TOTAL	NOTES
1	Sept. 11	Course Overview				
		What is Graphic Design	A1 - Online design journal / Design in your daily environment	5	5	
2	Sept. 18	History of Graphic Design	A2 - Album cover comparison	6	11	
3	Sept. 25	The Elements and Principals of Form	A3 - Design Elements in your daily environment	6	17	
			A3 - participation (in class line/shape exercise)	2	19	in class
4	Oct. 2	Generating Ideas & Developing Ideas into Concepts	A4 - 100 Arrows	4	23	in class
			A4 - Montage - present Oct. 17	7	30	
	Oct 9	NO CLASS	Thanksgiving			
5	Oct. 16	Researching a Design Project	A5 - Design Brief (fill out) - You are the client	5	35	in class
		The Design Process, Mood Boards				
6	Oct. 23	Typography 1	Distribute returned design briefs			

7	Oct. 30	Design Brief - PRESENTATIONS	A5 - Design Brief (deliver) - You are the designer	15	50	
		Typography 2	Setting Type	10	60	
8	Nov. 6	Logos / Branding	Logo design for company and Brand Usage Guidelines	15	75	
			Letterhead & Business Cards			
	Nov. 13	NO CLASS	Remembrance Day holiday			
9	Nov. 20	Proportion Systems - Grids & Alignment				
		Print Production Techniques				
10	Nov. 27	Design Ethics & Cultural Copyright				
		Web Design & UX & Motion Design	* possible field trip or guest speaker			
11	Dec. 4	Review and Future Directions				
		FINAL PRESENTATIONS 1	Pecha Kucha presentations - pt. 1			
12	Dec. 7	FINAL PRESENTATIONS 2	Pecha Kucha presentations - pt. 2	25	100	
	make up class - last class					