



COURSE OUTLINE

MMC125 Graphic Design

3 CREDITS

PREPARED BY: Jon Gelinias, Instructor Multimedia Communication

DATE: October 30, 2020

APPROVED BY: Ernie Prokopchuk, Interim Dean

DATE: November 11, 2020

APPROVED BY SENATE: Click or tap to enter a date

RENEWED BY SENATE: Click or tap to enter a date



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GRAPHIC DESIGN

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OFFICE HOURS: M, W, Th 10am-12pm
CLASSROOM: N/A
TIME: Online, Asynchronous
DATES: Jan. 4 – Apr. 28

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

RELATED COURSE REQUIREMENTS

As this an online course offering, students must have a computer connected to the internet in order to access and complete course materials. Some course material is provided as PDFs and students should have the free Acrobat Reader installed on their computer.

Several assignments require students to take digital photos as part of their work so student must have access to a digital camera. Cameras on mobile devices (phones/tablets) will work perfectly. If you are in need of a digital camera, please contact your instructor.

There will be several free and open source software applications used in the course. Students should be comfortable using online applications in order to successfully complete the course.

Some projects will involve sketching and collage so students should have access to paper and pencils. These physical creations will need to be scanned or photographed in order to be

submitted digitally online. Taking pictures of your work with a cell-phone camera will work fine.

The final project involves a video presentation so students will be expected to record their screens and/or themselves presenting. Free software options for this will be introduced in class.

EQUIVALENCY OR TRANSFERABILITY

This course is new/newly developed/recently re-developed, and its transferability is still being evaluated. Receiving institutions always determine course transferability. Further information and assistance with transfers may be available from the School of X.

LEARNING OUTCOMES

The successful completion of this course indicates that the student has reliably demonstrated the ability 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

COURSE FORMAT

Pre-recorded lectures, online readings, videos and interactive PDFs are used to present the course material.

ASSESSMENTS:

Attendance & Participation

This class regularly involves independent activities to demonstrate and reinforce the concepts and skills covered in the lessons.

Missed deadlines and/or presentations will need to be granted an extension or rescheduled at least 1 week prior to the due date. A doctor's note may be required if the student is unable to provide sufficient notice.

Assignments

Students are given assignments during or following most classes. Assignments are to be completed using the recommended software and submitted on or before the due date.

Final Project

This project will require the student to complete a design process for a fictional client and propose a visual communications solution to solve a design problem. Final projects will be completed in the Pecha Kucha presentation format and submitted through the online platform.

EVALUATION:

Assignments	60
Blog Posts	15
Final Project	25
Total	100%

REQUIRED TEXTBOOKS AND MATERIAL

No textbook is required for this course.

Selected online resources, readings and videos will be provided in class.

ACADEMIC AND STUDENT CONDUCT

Information on academic standing and student rights and responsibilities can be found in the current Academic Regulations that are posted on the Student Services/ Admissions & Registration web page.

PLAGIARISM

Plagiarism is a serious academic offence. Plagiarism occurs when a student submits work for credit that includes the words, ideas, or data of others, without citing the source from which the material is taken. Plagiarism can be the deliberate use of a whole piece of work, but more frequently it occurs when students fail to acknowledge and

document sources from which they have taken material according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Students may use sources which are public domain or licensed under Creative Commons; however, academic documentation standards must still be followed. Except with explicit permission of the instructor, resubmitting work 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 University.

YUKON FIRST NATIONS CORE COMPETENCY

Yukon University 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 University program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see www.yukonu.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 University Academic Regulations (available on the Yukon University website). It is the student's responsibility to seek these accommodations. If a student requires an academic accommodation, they should contact the Learning Assistance Centre (LAC): lac@yukonu.ca.

TOPIC OUTLINE

Please see your course page on for full breakdown of topics covered and assignment dates. The list below is meant to serve as a high-level overview of topics covered and may adjust throughout the semester.

Class	Topics Covered
1	What is Graphic Design?
2	History of Graphic Design

3	The Elements and Principals of Form
4 & 5	Typography Fundamentals
6	Researching a Design Project
7	Generating Ideas & Developing Ideas into Concepts
8	Design Briefs and Working with Clients
8	Proportion Systems - Grids & Alignment
9	Logos / Branding
10	Design Ethics & Cultural Copyright
11	Print Production Techniques
12	Web Design & UX & Motion Design
13	Review and Final Presentations

