School of Business & Leadership
MMC 125
Graphic Design
Term: 2025 (2025-01)
Number of Credits: 3

Course Outline

INSTRUCTOR: Jon Gelinas

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TELEPHONE: (867) 668-8766

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

OFFICE HOURS: Mon. & Tues. 10am-12pm by appointment, 4-5pm drop-in in the Multimedia Lab.
Online, phone and other face-to-face meetings are available by appointment.

Please contact to arrange.

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.

This course takes place on Mondays from 1:00pm - 3:50pm in Room T1030A from September 8 - December 9, 2025.

COURSE REQUIREMENTS

Prerequisite(s): none

EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:
https://www.yukonu.ca/admissions/transfer-credit

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

COURSE FORMAT

Weekly breakdown of instructional hours

Classes run once a week for approximately 3 hours. Students are expected to arrive before class begins to log-in to their computer workstation and prepare for class.

Most class modules include an assignment used to reinforce and understand the practical application of the concepts covered. Some class time will be allotted for working on assignments, but students should expect to require 4 or more additional hours of time outside of class each week for completing assignments. The multimedia computer lab has some dedicated and open hours for independent work. Lab schedules and protocols will be provided in the first class.

Delivery format

Classes are delivered face-to-face in the Multimedia lab (room T1030) at Yukon University's Ayamdigut campus in Whitehorse.

Conventional lecture and demonstration methods are used to present the theory portion while hands-on demonstrations, projects and assignments are utilized to reinforce and complement the theory. During class time the instructor will introduce tools and concepts which will then be applied through instructor-led, hands-on lessons. This will be supplemented by independent, self-directed exercises and assignments. Some class time will be allotted for working on assignments.

Assignments, blogs, and various projects are delivered online using freely available software applications. A list of these applications and instruction will be covered in the first class.

EVALUATION

Assignments	50 %
Mini-Assignments/Presentations	20 %
Final Project	30 %
Total	100%

COURSE WITHDRAWAL INFORMATION

Refer to the Yukon University website for important dates.

TEXTBOOKS & LEARNING MATERIALS

No textbooks are required for this course.

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

RELATED COURSE REQUIREMENTS & LEARNING MATERIALS

The course is delivered in the multimedia computer lab (room T1030).

All necessary computer hardware and software are provided on the lab workstations.
This course requires extended periods working on computers. Students are expected to have basic digital literacy, including the ability to navigate operating systems and web browsers, as well as to manage files and folders efficiently (organize, copy, move, and delete files).

While the course includes instruction on specific software, instructors are unable to provide individual assistance with basic computer skills. Students who do not possess these foundational abilities may struggle to complete the course successfully.

Students will be required to access online tools and resources and should be prepared to manage and remember multiple passwords. Instructors cannot assist with lost or forgotten passwords.

All classes and assignments will be managed and submitted through the online Moodle learning management system. Instruction on the required features of Moodle will be provided in class. Additional support materials are available on the course page and through the Learning Resources page on YukonU's website.

Several free and open-source software applications will be used throughout the course. Students should feel comfortable working with online applications to succeed.

While owning a personal computer is not required, having access to a computer with the course software is recommended for optimal learning.

Students should purchase a USB flash drive or external hard drive for backing up and transferring files or be ready to use cloud storage options. Failing to back up work may result in permanent file loss.

Some assignments will require digital photos. Students must have access to a digital camera; phone or tablet cameras are suitable. If you require a camera, please contact your instructor.

Certain projects will involve sketching or collage work. Please have access to paper and pencils. These materials must be scanned or photographed for digital submission. Photos taken with a mobile device are acceptable.

AUDIO OR VIDEO RECORDING

Audio or video recording, digital or otherwise, of lectures, labs, seminars, or any other teaching environment by students is allowed only with the prior written consent of the instructor or as a part of an approved accommodation plan. Student or Instructor content, digital or otherwise, created and/or used within the context of the course is to be used solely for personal study, and is not to be used or distributed for any other purpose without prior written consent from the content author(s).

ACADEMIC INTEGRITY

Students are expected to contribute to a positive and supportive environment and must behave responsibly. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

ACCESSIBILITY AND ACADEMIC ACCOMMODATION

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition), should contact Accessibility Services for resources or to arrange academic accommodations: access@yukonu.ca.

TOPIC OUTLINE

Class	Date	Topics Covered
1	Sept. 8	What is Graphic Design?
2	Sept. 15	History of Graphic Design
3	Sept. 22	The Elements and Principals of Form
4 & 5	Sept. 29 /Oct. 6	Typography Fundamentals
	Oct. 13 – OFF	Thanksgiving Day
6	Oct. 20	Researching a Design Project
7	Oct. 27	Generating Ideas & Developing Ideas into Concepts
8	Nov. 3	Design Briefs and Working with Clients
	Nov. 10 – OFF	Fall Reading Week (No scheduled classes)
9	Nov. 17	Proportion Systems - Grids & Alignment
11	Nov. 24	Logos / Branding
12	Dec. 1	Design Ethics & Cultural Copyright
13	Dec. 8	Review and Final Presentations
Exam Period runs from Dec. 11-20, 2025		

*NOTE: This tentative schedule is subject to change.