UNIVERSITY OF SASKATCHEWAN

CLASS SYLLABUS

COURSE TITLE: Digital Literacy and Culture: Designing for Print and Screen

COURSE CODE: INCC 110   **TERM:** Winter 2016

COURSE CREDITS: 1   **DELIVERY:** Lecture/Lab

COURSE SECTION: 02   **START DATE:** February 2, 2016

END DATE: March 1, 2016

Course Description

Designing a document, whether for print or for display on a screen, means more than just making it look good. It is the designer's job to make the document function better by capturing the viewer's attention, highlighting important information, and removing any distractions, all with an eye towards more effectively communicating the document's message. In this class we will discuss how graphic design principles can be used to improve visual communications, and we will learn to use industry-standard software for graphic design, Adobe Illustrator. After the initial introductory class, the course will be structured around students working through instructional videos on Lynda.com before class. Class time will be spent on discussion, expanding on the material presented in the videos, and applying the techniques.

Course Learning Outcomes

By the end of this class, students should be able to:

1. Meaningfully, effectively, and appropriately communicate visual information to engage different audiences

2. Appreciate competent, ethical, and effective use of technology

3. Recognize the ethical application of intellectual property

Your Instructor

Contact Information

Jordan Epp, BFA, M.Ed.
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Office Hours
By Appointment, but feel free to email me anytime. I'm usually at my office number Mon-Fri from 8am-4pm.

Profile
Jordan is an instructional designer at the Distance Education Unit (DEU) at the University of Saskatchewan. His research interests include digital literacy and citizenship; remix culture, social learning environments and strategies for employing connectivist theories in online learning. With a BFA in Film & Video Production, a Minor in Film Studies, and a M.Ed. in Educational Technology and Communications, Jordan is a strong believer in disruptive technologies and the language of media as a tool for teaching and learning.

Required Resources

Readings/Textbooks

Lynda.com Instructional Videos - http://www.lynda.com/Illustrator-tutorials/Illustrator-CC-Essential-Training-2015/370378-2.html?org=usask.ca

Optional:
Adobe Illustrator Free Trial (optional) - https://creative.adobe.com/products/download/illustrator

Class Schedule

Week	Module	Readings/Media	Evaluation Due Date
1 Feb. 2	**Module 1** - Principles and Jargon in Graphic Design	**Syllabus** **lynda.usask.ca Videos** • Illustrator CC Essential Training (2015): ○ Chapters 1, 2, 3, 4, 5, 6, 7, and 12 (Approximate viewing time 4.5hrs)	
2 Feb.9	**Module 2** – Logos and Branding	**lynda.usask.ca Videos** • Illustrator CC Essential Training (2015): ○ Chapters 8, 9, 10, 11 (Approximate viewing time 1.5 hrs)	In class QUIZ – **Feb. 9** Corporate Logo Assignment – **DUE Feb. 12**
3 Feb. 15-21	Reading Week	No Classes	
4 Feb. 23	**Module 3** - Layouts	**lynda.usask.ca Videos** • Illustrator CC Essential Training (2015): ○ Chapters 13, 14, 15 (Approximate viewing time 45 min.)	In class QUIZ – **Feb. 23** Magazine or Blog Layout Assignment – **DUE Feb. 26**
5 Mar. 1	**Module 4** – Research Communications & Infographics		In class QUIZ – **Mar. 1** Final Project: Research Poster Assignment **DUE Mar. 8**

Note: If for any reason the Class Syllabus Reading List does not match the Module Reading List, the Class Syllabus shall be taken as correct.

Grading Scheme

Quizzes	30%
Corporate Logo	15%
Magazine or Blog Layout	15%
Final Project: Research Poster	40%
Total	100%

Information on literal descriptors for grading at the University of Saskatchewan can be found at: http://students.usask.ca/current/academics/grades/grading-system.php

Please note: There are different literal descriptors for undergraduate and graduate students.

More information on the Academic Courses Policy on course delivery, examinations and assessment of student learning can be found at: http://policies.usask.ca/policies/academic-affairs/academic-courses.php

The University of Saskatchewan Learning Charter is intended to define aspirations about the learning experience that the University aims to provide, and the roles to be played in realizing these aspirations by students, instructors and the institution. A copy of the Learning Charter can be found at: http://policies.usask.ca/documents/LearningCharter.pdf

Evaluation Components (enter components applicable for the class)

In Class Quizzes

Value: 30% of final grade
Due Date: See Class Schedule
Purpose: To reinforce key concepts.

Description: The quizzes, done at the beginning of class, are short multiple-choice assessments based on the pre-class assignments and the previous week's work.

Assignment 1: Corporate Logo

Value: 15% of final grade
Due Date: See Class Schedule
Purpose: Apply concepts learned in both the Lynda.com videos and in class discussions.
Description: Design a text-based logo for an imaginary company and submit versions suitable for both print and screen in the appropriate file format. Include a paragraph describing your aims and methodology.

Assignment 2: Magazine or Blog Layout

Value: 15% of final grade
Due Date: See Class Schedule
Purpose: Apply concepts learned in both the Lynda.com videos and in class discussions.

Description: Design a single page magazine or blog article that includes both text and images. Include a paragraph describing your aims and methodology.

Assignment 3: Final Project – Research Poster

Value: 40% of final grade
Due Date: See Class Schedule
Purpose: Apply concepts learned in both the Lynda.com videos and in class discussions.
Description: Design a research-style poster that outlines and exemplifies some of what you learned in this class. Include a paragraph describing your aims and methodology.

Submitting Assignments

Submit all assignments using the Assignment drop boxes within your Blackboard course found on the main left hand menu. Select the appropriate drop box and attach your assignment files and any comments and click submit. Ask your instructor for help if needed.

Additional Information

This is a very fast paced course being that it takes place over only 4 academic weeks. You will need to be focused and motivated to complete the coursework and assignments on time.

Students are expected to attend lectures regularly and to complete all assignments and quizzes. In cases of incomplete course work, and/or absence from quizzes students will be assigned a numeric grade not exceeding 49%, regardless of the weighting of marks indicated on this course outline.

Late assignments will not be accepted without receiving written approval from your instructor at least 48 hours BEFORE the assignment due date.

Students with Disabilities

Students who have disabilities (learning, medical, physical, or mental health) are strongly encouraged to register with Disability Services for Students (DSS) if they have not already done so. Students who suspect they may have disabilities should contact DSS for advice and referrals. In order to access DSS programs and supports, students must follow DSS policy and procedures. For more information, check http://www.students.usask.ca/disability/, or contact DSS at 966-7273 or dss@usask.ca.

Integrity Defined (from the Office of the University Secretary)

"Integrity is expected of all students in their academic work – class participation, examinations, assignments, research, practica – and in their non-academic interactions and activities as well." (Office of the University Secretary)

It is your responsibility to be familiar with the University of Saskatchewan *Guidelines for Academic Conduct.* More information is available at http://www.usask.ca/secretariat/student-conduct-appeals/IntegrityDefined.pdf

Acknowledgements

Class Author(s)

Dr. Jon Bath, Ph.D (Director, Humanities and Fine Arts Digital Research Centre) put together the original concept for this course.

Course materials have been developed by Jordan Epp, BFA, M.Ed (Instructional Designer, Distance Education Unit (DEU) & Sessional Instructor, U of S)