

## COURSE OUTLINE



<b>TERM:</b>	Summer 2014	<b>COURSE NO.:</b>	CMNS 241
<b>INSTRUCTOR:</b>	XXX	<b>COURSE NAME:</b>	Software for Magazine Publishing
<b>E-MAIL:</b>	XXX@capilanou.ca	<b>SECTION NO.:</b>	XX
<b>PHONE:</b>	XXX	<b>COURSE CREDITS:</b>	3
<b>OFFICE:</b>	XXX	<b>OFFICE HOURS</b>	XXX, or by appointment
<b>INSTRUCTIONAL HOURS PER WEEK:</b>	8 Hours	<b>CLASS LOCATION &amp; TIME:</b>	XXX

### COURSE PREREQUISITES:

None

### REQUIRED TEXT and OTHER RESOURCES:

Quickstart Guide Adobe CS6  
Readings to be distributed in class or supplied as PDFs.  
Software provided in the classroom lab  
Digital memory device to store your data (USB memory stick)  
Capilano University PaperCut account

### COURSE FORMAT:

#### Expectations:

In addition to work done in the classroom, it is expected that students will do additional work on some assignments in the classroom lab or at home and will use resources and materials provided through lectures and/or class handouts. Fourth hours will be a combination of tutorials, small-group meetings, and at-home work.

### COURSE DESCRIPTION:

The course introduces students to the main software programs used in the magazine publishing industry for text, page and image formatting for print and digital publishing. Familiarity with computers and knowledge of word processing programs are recommended.

### COURSE OBJECTIVES:

#### General Objectives & Learning Outcomes:

The general objective of this course is to give students hands-on software skills they need to participate fully in the editorial planning of a magazine, including working with an art director on design issues.

ABILITIES		LEVELS*
COMMUNICATIONS	C1 Evaluate written content to be arranged in a cohesive order	1→5
	C2 Evaluate visual content to be arranged in a cohesive order	1→5
	C3 Utilize software manuals	1→5
	C4 Understand and apply Word software techniques	1→5
	C5 Understand and apply InDesign software techniques	1→5
	C6 Understand and apply PhotoShop software techniques	1→5
	C7 Understand and apply online blogging and image software	1→5
ANALYSIS AND DECISION-MAKING	A1 Synthesize document creation to satisfy publishing objectives	1→5
	A2 Assess technical needs required to satisfy publishing objectives	
	A3 Incorporate and format text into InDesign files	1→5
	A4 Incorporate and format images into InDesign files	1→5
SOCIAL INTERACTION	S1 Contribute to a collegial learning environment	1→5
	S2 Work collectively to improve individual student production skills through open dialogue and team learning activities.	1→5
CITIZENSHIP AND GLOBAL PERSPECTIVES	G1 Participate in a group working environment in a professional manner	1→5
	G2 Discuss technical issues as they relate to strategic magazine design production	1→5

\*See Faculty of Business – Our Commitment to Assessment and Constructive Feedback for description of the six “Levels” of Comprehension.

#### EVALUATION PROFILE:

ASSESSMENT	% OF TOTAL GRADE	INDIVIDUAL /GROUP	CAPabilities Assessed			
			COMMUNICATIONS	ANALYSIS AND DECISION MAKING	SOCIAL INTERACTION	CITIZENSHIP AND GLOBAL PERSPECTIVES
Information sheet	5%	I	C1, C3, C4			
One sheet	5%	I	C1, C2, C3, C4			
Postcard	5%	I	C1, C2, C3, C5	A1, A2, A3, A4	S1, S2	G1, G2
Newsletter	10%	I	C1, C2, C3, C5	A1, A2, A3, A4	S1, S2	G1, G2
Stamp Design	10%	I	C1, C2, C3, C5, C6	A1, A2, A3, A4	S1, S2	G1, G2
Quarterly	10%	I	C1, C2, C3, C5	A1, A2, A3, A4	S1, S2	G1, G2
Magazine Feature	10%	I	C1, C2, C3, C4, C5, C6	A1, A2, A3, A4	S1, S2	G1, G2
Digital Portfolio	10%	I	C1, C2, C3, C4, C5, C6, C7	A1, A2, A3, A4	S1, S2	G1, G2
Quiz week 1	10%	I				
Quiz week 2	10%	I				
Quiz week 3	10%	I				
Instructor Evaluation	5%	I				
<b>TOTAL</b>	<b>100%</b>					

**COURSE CONTENT/SCHEDULE:** Assignments worth marks are noted in bold.

WEEK	CONTENT
<b>1 (6 hours)</b>	Introductions and lab procedures, Introduction to Word.
<b>2 (6 hours)</b>	Introduction to InDesign, typography and typesetting, paragraph formatting and page layout.
<b>3 (6 hours)</b>	Image and text, management of digital images and files, working with colour,
<b>4 (6 hours)</b>	Introduction to PhotoShop software and preparation of press-ready images
<b>5 (6 hours)</b>	Style sheets, masterpages and automation of multi-file documents, managing repeating elements
<b>6 (6 hours)</b>	Magazine design, layout and management of large multi-file document.
<b>7 (6 hours)</b>	Introduction to digital and online publications. Introduction of WordPress software. Development of a digital portfolio. Preparation of documents for online delivery. Completion and presentation of online digital portfolio

## ASSIGNMENTS

### Assignment 1

Information Sheet (5%)

Layout of supplied text-only content into a technically sound, print-ready greyscale document incorporating Word techniques demonstrated in class.

### Assignment 2

One Sheet (5%)

Layout of supplied text and image content into a technically sound, print-ready greyscale document incorporating Word techniques demonstrated in class.

### Assignment 3

Newsletter (10%)

Layout of supplied text and image content into a technically sound, print-ready greyscale document incorporating InDesign techniques demonstrated in class.

### Assignment 4

Postcard (5%)

Layout of supplied text and image content into a technically sound, print-ready colour document incorporating InDesign techniques demonstrated in class.

### Assignment 5

Stamp Design (10%)

Creation of an image using PhotoShop to be laid out into a technically sound, print-ready InDesign document incorporating techniques demonstrated in class.

### Assignment 6 (10%)

Quarterly

Layout of supplied text and image content into a technically sound, print-ready colour multi-file document with repeating elements incorporating advanced InDesign techniques demonstrated in class.

### Assignment 7 (10%)

Magazine Feature

Layout of supplied text and image content into a technically sound, print-ready colour multi page document incorporating InDesign and PhotoShop techniques demonstrated in class.

### Assignment 8 (10%)

Digital Portfolio

An online portfolio of projects presented in WordPress.

Quizzes (3 x 10%)  
A quiz will be given covering the week's materials.

Instructor Evaluation (5%)

**Grading Profile:**

A+	90-100%	B+	77-79	C+	67-69	D	50-59
A	85-89	B	73-76	C	63-66	F	Below 50%
A-	80-84	B-	70-72	C-	60-62		

**UNIVERSITY POLICIES AND EMERGENCY PROCEDURES**

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website. In an emergency, students are directed to the Emergency Procedures posted in every classroom.

**FACULTY OF BUSINESS POLICIES**

In addition to the policies of the university, the Faculty of Business has the following policies governing the management of our classes and curriculum.

**Attendance:**

Regular attendance and punctuality are both essential and expected due to the nature and format of the course materials.

**Cheating and Plagiarism:**

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published on the University website.

**Penalties for Cheating and Plagiarism:**

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (See the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

**Incomplete Grades:**

Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University administration.

**Professional Behaviour:**

Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in the Business Faculty. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

**Copyright Policy:**

Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University website.

## PROGRAM POLICIES – School of Communication

In addition to the Capilano University and Faculty of Business policies, the School of Communication has the following policies governing the management of our classes and curriculum.

### Missed Exams and Quizzes:

Students will submit assignments within the time allotted. Late assignments and/or missed exams will receive **no grade** unless the student has made arrangements with the instructor well in advance; the student is responsible for contacting the instructor to arrange such make-ups.

### English Usage:

All assignments are marked for correct English usage, proofreading and formatting.

## COURSE LEVEL POLICIES

In addition to Capilano University and Capilano School of Communication policies, the following policies govern the management of this class and its curriculum.

### Assignments:

Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

### Programmable Tools:

Please note the use of programmable items such as calculators, dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam.

**Additional clarification/expansion of departmental or faculty level policies at the discretion of the instructor.**



## CAPILANO UNIVERSITY VISION, MISSION and GOALS

### UNIVERSITY VISION

Students are drawn to our dynamic and unique programs, passionate faculty, welcoming staff, and close-knit learning environment; graduates are independent learners, thinkers, and doers actively contributing to their communities.

### UNIVERSITY MISSION STATEMENT

We are a teaching-focused university offering a wide range of programs and services that enable students to succeed in their current studies, in their ongoing education, in their chosen careers, in their lifelong pursuit of knowledge, and in their contribution as responsible citizens in a rapidly changing and diverse global community.

### UNIVERSITY GOALS

Arising from the Mission statement, the Institutional Goals are broadly defined as the general areas of success that are desired for all students. From the Mission, the Institutional Goals are:

- Student success in ongoing education
- Student success in chosen career
- Student success in lifelong pursuit of knowledge
- Student success in contributing as responsible citizens in a rapidly changing and diverse global community

In order to support student success in these areas, the institution has identified seven broad learning outcomes for students in all programs. These **institutional student learning outcomes** are:

1. Self-directed learning, awareness, and responsibility
2. Up-to-date information gathering and research skills
3. Communication skills
4. Quantitative reasoning ability
5. Group and social interaction skills
6. Creative, critical, and analytical thinking skills
7. Community/global consciousness and responsibility



**FACULTY OF BUSINESS & PROFESSIONAL STUDIES**

**MISSION STATEMENT**

To provide students with the necessary skills and abilities to be immediately effective in their employment or further studies, and to possess a sound basis for future progression in their chosen career, in the lifelong pursuit of knowledge, and in their contribution as responsible citizens in a rapidly changing and diverse global community.

**OUR COMMITMENT TO SKILLS AND ABILITIES**

The Faculty of Business & Professional Studies, through the delivery of this course, is committed to the development of skills so that students can perform the tasks of this discipline in an efficient and effective way. In addition, through the delivery of all courses, the Faculty is committed to the development of core ‘abilities’ that will prepare students for future career progression in a chosen field. A well-rounded graduate, in addition to being able to perform certain tasks, will have the following CAPabilities;

CAPability	Description
Communication	Selects, uses and integrates communication skills to develop informative, explanatory and persuasive presentations to a variety of audiences using oral and written communication and language, quantitative and technological literacy.
Analysis and Decision-Making	Brings a unique perspective to the analysis of organizational issues through systematic thinking and the application and adaptation of frameworks and tools that assist decision-making
Social Interaction	Uses appropriate interpersonal and group theory to deal with inter-personal, team, stakeholder and professional situations to inform, persuade and influence.
Citizenship, Sustainability and Global Perspective	Understands corporate social responsibility within organizational contexts and the social role and impacts of organizations. Understands sustainability within organizational contexts, decisions and business practices. Assesses the interrelationships between business models and decisions and the social and natural environments in which they operate. Integrates personal, professional and community values in a decision-making context as a member of an organization. Works effectively with interdependence and diversity by framing issues in the broader global context, understanding the social and cultural roots of business, governments and other organizations and by providing managerial support as part of a global strategy.

**OUR COMMITMENT TO ASSESSMENT AND CONSTRUCTIVE FEEDBACK**

The Faculty of Business & Professional Studies is committed to providing feedback that rewards excellence and motivates personal development. We use a mixture of personal, peer and professional assessment so that students have a diverse view of their progress in skills and abilities development. It is important to use feedback to enhance the quality of learning. The assessment model is designed to give a fair reflection of the letter grade earned, as well as a road map for personal skill and ability development. For each skill and ability in the course students will be assessed as to the level of comprehension demonstrated. Grades are a function of how students have met course expectations as to those levels of comprehension.

SIX “LEVELS” of comprehension

KNOWLEDGE	
<b>1. Recognize</b>	Be able to identify the components of a framework or tool.
<b>2. Define</b>	Be able to describe the aspects of the components of the framework or tool.
APPLICATION	
<b>3. Use</b>	Be able to manipulate the framework or tool to cause a result.
<b>4. Interpret Results</b>	To understand the result of the manipulation in a meaningful way.
JUDGMENT	

<b>5. Situational Use</b>	To be able to identify situations where the framework or tool should be applied, and then apply the framework or tool, including using the results effectively.
<b>6. Adaptation</b>	To be able to creatively adapt the framework or tool such that its use will be maximized in a given situation.



**SCHOOL OF COMMUNICATION**

**MISSION STATEMENT**

The mission of the School of Communication is to train students in applied communications that develop writing and speaking skills in preparation for employment and for further study. This mission supports the mission of the University to enable student success in applied studies and chosen careers.

**PROGRAM OUTCOMES**

**Knowledge** To develop students' understanding that jobs in the communications industry demand professional standards, from concept to drafting, organization, layout and editing. To provide an overview of the range of skills and strategies required for working in corporate, community, and government communications fields.

**Skill** To provide opportunities for students to write to professional standards and to develop pose as a speaker in a variety of contexts.

**Value** This program values opportunities for students to recognize that writers with general skills must adapt quickly to changing requirements.

**STUDENT LEARNING OUTCOMES**

Demonstrate competence in editing for spelling, grammar, format and style.

1. Write to professional standards by composing research reports, proposals, general business correspondence, media releases, brochures, and advertisements.
2. Demonstrate competence in researching primary and secondary sources to compose research reports.
3. Apply APA style to research reports.