

## IDES 313

# Technology Intensive III

Fall Term 2016 » 1 credit » Pre-requisite: 50 IDES/DSGN credits » Instructor:

Course format: 20 hours of classroom instruction plus 10 hours of supervised studio work offered in 5 sessions

### Recommended readings

As suggested in class.

### **COURSE DESCRIPTION**

This course focuses on electronic file preparation for print and digital media. It covers processes, media technology, and digital content preparation for publishing in a variety of contexts. Students will be introduced to the correct terms and methodology using Mac-based applications.

### **COURSE STUDENT LEARNING OUTCOMES**

Upon successful completion of this course, students will be able to:

- understand the technical aspects of both print and digital publishing;
- identify the differences in software and file formats required for print production and digital production;
- develop templates for common text and presentation software applications;
- prepare electronic files for a variety of print-based and digital end products; and
- communicate with printers and publishers in a professional manner.

# IDES 313 Technology Intensive III

## Course Schedule

### SESSION 1

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Introduction to print and digital production.  
 Industry terminology.  
 Workflow management.  
 Review of vector vs raster.  
 Project 1: Artwork prep for vector (various formats). *Due on server 3:00 p.m.*

### SESSION 2

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File preparation in page layout software (files with text and placed images).  
 File resolution, font use, and packaging files.  
 Printing processes, limitations of each, and how they influence design.  
 Colour separations and proofing.  
 Project 2: Artwork prep in page layout software (various formats). *Due on server 3:00 p.m.*

### SESSION 3

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Preparing digital and print advertising.  
 Rate cards / spec sheets for publications.  
 Project 3: Newspaper ad (b/w), magazine ad (colour), online ad. *Due on server 3:00 p.m.*

### SESSION 4

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Production for digital media, web.  
 Review of lpi, dpi, ppi.  
 Adobe Acrobat settings, creating PDFs for proofing, print, and display.  
 Project 4: Digital media files (three variations). *Due on server 3:00 p.m.*

### SESSION 5

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Dielines, diecutting, scoring, folding.  
 Special print techniques: spot varnish, embossing, foil-stamping.  
 Project 5: Preparation of MSWord and presentation software templates for client use.  
*Due on server 3:00 p.m.*

#### EVALUATION PROFILE

Projects 1 – 5 (19% each)	95%
Participation	5%
Total	100%

#### GRADING PROFILE

<i>Excellent</i> A+ 90-100 A 85-89 A- 80-84
<i>Good</i> B+ 77-79 B 73-76 B- 70-72
<i>Satisfactory</i> C+ 67-69 C 63-66 C- 60-62
<i>Minimal Pass</i> D 50-59
<i>Fail</i> F 0-49

# Learning Outcomes and Operational Details

## Mission Statement

The *Bachelor of Design in Visual Communication* prepares graduates for professional practice in the visual communication field through the development of creative, collaborative, conceptual and design thinking skills for print, social and dynamic media.

## Program Student Learning Outcomes

On successful completion of the *Bachelor of Design in Visual Communication*, graduates will be able to:

- Demonstrate in-depth knowledge of current visual communication practice.
- Identify and solve communication problems using a strategic process, with an emphasis on design thinking, creativity, original solutions, and clarity of communication.
- Describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, economic, cultural and social human factors that shape visual communication decisions.
- Demonstrate proficiency with the tools, techniques and technologies that support visual communication practice and apply concepts across a range of media platforms.
- Enter the field as visual communication professionals.
- Apply visual communication expertise for societal and environmental benefit.
- Work collaboratively with other disciplines in business, industry, and the broader community.
- Recognize the importance of life-long learning and responsiveness to change.

## ATTENDANCE /PENALTIES FOR MISSING CLASS

Attendance is essential. Students who are absent for more than three classes without the approval of the course instructor will fail the course.

## PUNCTUALITY /PENALTIES FOR LATENESS

Punctuality is essential. Students more than 15 minutes late for class, or who leave before the end of class, will be marked absent.

## PARTICIPATION

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

## LATE ASSIGNMENTS

If the course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless prior arrangements are made with the instructor.

## MISSED EXAMS AND QUIZZES

Misssed exams and quizzes (if any) will be assigned a grade of zero. Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

## CHEATING /PLAGIARISM

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. All students should familiarize themselves with the University policy *Cheating and Plagiarism* (see University Policies below) as such behaviour can result in suspension from the University.

## INCOMPLETE GRADES

An 'I' grade or Incomplete may be assigned in exceptional circumstances when the student can achieve a passing grade by completing one or more units of the course. It is the student's responsibility to determine from the instructor what must be done to complete the course. If an Incomplete is not cleared within four months, the grade will be changed to the evaluation attained at the time the grade was assigned. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

## ENGLISH USAGE

All written work submitted must use good academic English and follow the guidelines provided in the *The Capilano Guide to Writing Assignments* (available from the Capilano University Bookstore). If students anticipate difficulties, help is available through the Writing Centre (details available online or from the department).

## PROFESSIONAL BEHAVIOUR

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors; reliability; respect for and cooperation with colleagues; a willingness to work calmly and courteously under difficult conditions; and a determination to achieve first-class work while meeting deadlines. Students should have respect for equipment and systems, and should demonstrate a constructive response to criticism.

## COMPUTER COURSE REQUIREMENTS /POLICIES

Students are expected to abide by the University policies *Statement of Appropriate Use of Information Technology Facilities and Services* and *Misuse of Computer System* in any use of computers at the University.

## UNIVERSITY POLICIES

Students are expected to read and abide by all University policies and 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.

## EMERGENCY PROCEDURES

In the event of an emergency, students must follow the emergency procedures posted in the classrooms.