

Introduction to Graphic and Web Design

OST: Micropublishing and Hypermedia • Fall 2017
Faculty of Arts, Business, and Social Sciences • Vanier College

412-103-VA

Sec. 01 • Fri 13h00–16h00
Sec. 02 • Tue 11h30–14h30

This course lays a groundwork for all the other courses in the program. It is designed to give students a framework for understanding how the other courses in the program fit into their learning process and will give them a sense of direction in terms of their learning goals. Students will be able to define design, and describe the basic history and current relevance of visual communication, graphic design, and the internet. Students will be able to discern good vs. poor design. Students will be able to define basic concepts associated with the internet. They will also learn to organize and format data, archive in the cloud, work on a network, and backup data. Students will learn to do basic research in and about the field. Students will be able to define different job functions and the different roles they may play, establishing a basic understanding of the industry. Students will go on field trips and participate in workshops led by visitors working in the field.

COURSE INFORMATION

1.66 credits 2-1-1
45 hours 3 hours/week

Teaching Methods

All classes are held in a computer lab and combine lectures and exercises with projects.

An *Exercise* is an in-class activity directed by the teacher, it is usually completed in one period, sometimes can be finished at home.

A *Project* is a more substantial activity, most of it is done outside of class over several days, some in-class time will be reserved for project work and critique.

Teacher

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Contact me via email or Facebook Messenger to schedule appointments outside class time; or see me in the labs.

EVALUATION

Assignment details will be presented in class.

15% • Show-n-tell. Throughout the semester, students present and discuss with their peers items they found interesting: packaging, ad, website, artist, logo, etc. Each student must present a minimum of 5 items during the semester.

50% • Journal. Students keep a record of class activities and personal ideas in a blog. Entries (10+) are marked individually on a weekly basis.

35% • Project. Students will create a series of professional selfies fully applying the design process. This project will be divided into several components evaluated separately.

TENTATIVE SCHEDULE

Weeks 1–3 • What is design?
Overview of program; History of design, roles and responsibilities; The design profession.

Weeks 4–6 • Tools & Methods
Computers and devices, networks; Work methods, file organization, archiving, communication and collaboration tools.

Weeks 7–8 • Getting your work out there
Printing technology, binding, finishing, distribution; Web hosting, SEO, apps, content management.

Weeks 9–10 • Putting yourself out there
Online presence management, professionalism, self-promotion, networking.

Weeks 11–15 • The process
Design as a problem solving process, final project.

COMPETENCIES

00V3 • To use tools and services relating to office work.
Element 1. **To use a multi-function telephone.** – 1.1 Optimum use of available functions. • 1.2 Efficient organization of a conference call. • 1.3 Correct use of a voicemail box. • 1.4 Optimum use of a telephone directory.

Element 2. **To process traditional mail.** – 2.1 Appropriate reception of incoming mail. • 2.2 Correct preparation of outgoing mail. • 2.3 Selection of appropriate mail and courier services according to situation. • 2.4 Appropriate use of a postal code directory.

Element 3. **To exchange files and information by electronic means.** – 3.1 Optimum use of the possibilities provided by in-house Email services, the Internet and electronic bulletin boards and discussion groups. • 3.2 Correct file conversion, compression and decompression. • 3.3 Optimum use of an electronic agenda. • 3.4 Correct use of various techniques to ensure the confidentiality and security of information transmitted by electronic means.

Element 4. **To exchange information by fax.** – 4.1 Correct use of a conventional fax machine. • 4.2 Appropriate handling of paper and cartridges. • 4.3 Correct use of a fax-modem.

Element 5. **To search for information.** – 5.1 Clear definition of data and information required. • 5.2 Efficient search for information on the Internet. • 5.3 Efficient search for information using electronic means.

Element 6. **To reproduce documents.** – 6.1 Optimum use of photocopier options. • 6.2 Appropriate handling of paper and cartridges.

00V4 • To provide technical support.

Element 1. **To perform basic maintenance on office equipment and machines.** – 1.1 Correct replacement of ribbons, cartridges, batteries and paper. • 1.2 Correct recharge of batteries for office equipment and machines. • 1.3 Correct application of the cleaning methods appropriate to each type of office equipment and machine.

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- 1.4 Correct reconfiguration and reprogramming of office equipment and machines.

Element 2. **To manage a computer workstation.** – 2.1 Optimum use of the possibilities for configuring the system and the peripherals. • 2.2 Efficient hard disk management. • 2.3 Appropriate installation and configuration of new peripheral equipment. • 2.4 Efficient creation of batch files. • 2.5 Ability to work independently.

Element 3. **To use utility programs.** – 3.1 Correct configuration of utility programs. • 3.2 Appropriate application of utility program procedures. • 3.3 Consistent attention to data security problems.

Element 4. **To install software applications.** – 4.1 Accurate assessment of staff needs. • 4.2 Appropriate selection of components to meet staff needs. • 4.3 Efficient verification of computer specifications. • 4.4 Correct software installation. • 4.5 Appropriate software configuration. • 4.6 Efficient verification of all installed components. • 4.7 Correct upgrading of previously installed software.

00VN • To analyze the profession.

Element 1. **To describe the profession and its working conditions.**

– 1.1 Relevance of the information collected. • 1.2 Exhaustive examination of the general features of the profession and its working conditions. • 1.3 Accurate assessment of openings for the profession in businesses. • 1.4 Accurate assessment of entrepreneurial possibilities in the sector.

Element 2. **To examine the tasks and operations relating to the profession.** – 2.1 Exhaustive examination of the operations, performance conditions and performance criteria involved in each task. • 2.2 Exact determination of the relative importance of each task. • 2.3 Understanding of the links between the steps in the work process and the tasks of the profession.

Element 3. **To examine the skills and attitudes required to practice the profession.** – 3.1 Relevance of the links established between the skills and attitudes and the tasks involved in the profession. • 3.2 Exhaustive examination of professional ethics requirements. • 3.3 Exhaustive examination of quality management requirements.

Element 4. **To examine the regulations relating to the exercise of the profession and to the labour market in general.** – 4.1 Accurate understanding of the roles, powers and responsibilities of employers and union groups. • 4.2 Exhaustive examination of Labour Standards affecting the profession. • 4.3 Exhaustive examination of health and safety standards affecting the profession. • 4.4 Accurate understanding of the rights and responsibilities of employers and employees.

COURSE POLICIES

General Academic Policies

It is the student's responsibility to be familiar with and adhere to the Vanier College Academic Policies. These policies can be found online on the Vanier College website, under Policies. Your attention is drawn in particular to the following policies. A brief summary of each is included.

Student Academic Complaints (Policy number 7210-8) The Vanier College Student Academic Complaints Policy and procedures puts an emphasis on mediation as the primary means to resolve complaints in the academic area. If you have a problem with a teacher and have been unable to resolve it by talking with him or her, you may wish to enlist the help of the Faculty Mediation Committee. The committee member names and contact information are available in Student Services or through the office of the Faculty Dean.

Cheating and Plagiarism (Policy number 7210-31) Any form of cheating or plagiarism will result in a grade of zero on the test or assignment and a letter from the teacher will be placed in your file. A repeated offence may lead to even more serious consequences. Please consult the Vanier Student Writing Guide, the Vanier College Catalogue, the Student Handbook, and your teacher for more information.

Student Misconduct in the Classroom (Policy number 7210-19)

This policy provides guidelines for handling cases of student misbehaviour in the classroom and other instructional settings. Such cases may include conduct that is abusive to the teacher and/or other students, or disruptive to the teaching/learning process. This policy does not limit the teacher's or the College's right to take immediate action in cases of imminent danger to persons or property.

Code of Conduct: The Code of Conduct sets forth principles, guidelines and norms of behavior expected from all individuals present at Vanier College, including students, faculty, employees, administrators, members of the Board of Directors, contractors and visitors.

Student Absences for Religious Holy Days (see IPESA, Section 2.2.6) Students whose religious obligations require them to be absent from the College on a holy day not formally recognized in the College calendar must inform their teachers, in writing, during the first week of classes, of the particular date(s) and times of the religious holy days on which they must be absent by completing and submitting to their teacher the Religious Holy Days Absence form found on the Registrar's Office page on the Vanier College website <http://www.vaniercollege.qc.ca/registrar/request-forms/religious-holy-days>. Absences approved in this manner are considered to be excused absences. Students are responsible for material covered in the classes and labs they miss.

Student Proficiency in the Language of Instruction (Policy number 7210-33) The purpose of this policy is to foster student proficiency in English, the formal language of instruction at Vanier College. Emphasis on literacy and communication skills (writing, reading, speaking, and listening) is essential to students' academic and professional success.