	School of Business & Leadership
Yukon University	**MMC 113** **Publication Design**
	Term: 2024 (2024-02) **Number of Credits: 3**
**Course Outline**

INSTRUCTOR: Jon Gelinas

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

OFFICE HOURS:

Wednesdays and Fridays 10am-12pm (by appointment) and 4-5pm (drop-in in lab) excluding holidays.

By appointment: Please contact to schedule a meeting. Meetings are available in person, online or by phone.

CLASSROOM: Multimedia Lab T1030-A

COURSE DATES & TIMES:
Wednesdays 1:00pm - 3:50pm, Jan. 8 – April 9, 2025
*Reading week runs Feb. 17-20 – there are no classes during this time.
*Heritage Day holiday is on Friday, February 21 – there is no class this day.

COURSE DESCRIPTION

The Publication Design course brings together words and images to deliver effective communication materials across both print and digital platforms.

Using industry standard tools and techniques, students will apply established design principles and layout techniques to organize complex information and create visually engaging compositions.

Through a blend of theoretical study and hands-on practice, participants will develop a versatile skill set and emerge ready to navigate the evolving landscape of publication design.

COURSE REQUIREMENTS

Prerequisite(s): none

EQUIVALENCY OR TRANSFERABILITY

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

YUKON FIRST NATIONS CORE COMPETENCY

Students who successfully complete this course will have achieved core competency in knowledge of Yukon First Nations. By the end of this course, students will have greater understanding and awareness of Yukon First Nations history, culture, and journey towards self-determination. For details, please see www.yukonu.ca/yfnccr

LEARNING OUTCOMES

The successful completion of this course indicates that the student has reliably demonstrated the ability to:

- Identify and implement fundamental tools and features of industry-standard software for publication design.

- Develop print and digital publications that meet output criteria for a variety of applications.

- Implement layout techniques, including grid systems and visual hierarchy, to organize complex information.

- Recognize and apply design principles to create visually engaging layouts for various media formats.

- Explain typography fundamentals and integrate them into visual compositions.

- Analyse and articulate publication design decisions while considering audience, message, and context.

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 presented in the first class.

Delivery format

Classes are delivered face-to-face in the Multimedia lab (room T1030) at YukonU'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 software lessons. This will be supplemented by independent, self-directed exercises and assignments.

EVALUATION

Publishing Theory and application	15%
Assignments	85 %
Total	100%

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

No textbooks are required for this course.

Selected online resources and readings will be provided in class.

RELATED COURSE REQUIREMENTS & LEARNING MATERIALS

The course is delivered in the multimedia computer lab (room T1030) and involves extended periods of time working on computers.

All computer hardware and software required for the course is provided on the computer workstations in the lab.

Students are expected to have fundamental digital literacy and should be able to effectively navigate operating systems and web browsers to manage files and folders and be able to organize, copy, move, and delete files efficiently.

Though software specific instruction is part of the course, instructors are unable to provide individual assistance on computer fundamentals.

Students unable to demonstrate these basic computer skills will struggle to successfully complete the course.

Students may be required to access online tools and resources and should be prepared to apply and remember various passwords. Instructors are unable to assist with lost or forgotten passwords.

All classes and assignments will be created and delivered using the online Moodle learning management system. Some instruction on required basic functionality will be covered in class and additional resources are included on the course page and through the Learning Resources page on YukonU's website.

Though it is not required for you to own your own computer to successfully complete this course, acquiring a personal computer and the associated course software can be beneficial for optimal learning.

Students should be prepared to utilize cloud storage options or purchase a USB flash drive or external hard drive to backup and transfer files. Failure to properly backup work could result in loss of files and the inability to recover content.

The lab environment is accessed by various user groups and can be busy and loud. Students should consider using ear plugs or headphones for working in the lab outside of class times.

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. 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.

RECORDING OF LECTURES:

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).

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

This tentative schedule is subject to change.

Class / Date	Topic
Class 1	Course Overview / What is Publication Design? Software interface & Workspace Overview
Class 2	Getting to Know layout and publishing
Class 3	Setting Up a Document
Class 4	Working with Objects
Class 5	Flowing and Editing Text
Class 6	Typography Fundamentals
No class	**Reading week**
Class 7	Typography application
Class 8	Layout and visual hierarchy: Working with Grids, Guides and Colour
Class 9	Working with Styles / Creating Tables
Class 10	Creating Tables / Creating PDF Forms
Class 11	Creating and exporting an E-Book
Class 12	More in E-Books / Printing and Exporting
Class 13	Review, Final project presentations