



School of Business & Leadership

MMC 125

Graphic Design

Term: 2022 (2022-01)

Number of Credits: 3

Course Outline

INSTRUCTOR: Jon Gelinias

E-MAIL: jgelinas@yukonu.ca

TELEPHONE: (867) 668-8766

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

OFFICE HOURS:

Drop-In: Mondays, Wednesdays 10am-12pm and 4-5pm. (excluding holidays).

By appointment: Please contact to schedule a meeting.

COURSE DESCRIPTION

This course will provide a foundation in graphic design upon which to build critical skills for communicating ideas visually. Students will explore historical, cultural, and modern contexts for design. The importance of typography, imagery, colour and the elements and principles of design are also covered. Students will use both traditional materials and computer applications to produce their work.

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

www.yukonu.ca

LEARNING OUTCOMES

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

- evaluate historical and cultural design criteria
- demonstrate the ability to communicate ideas clearly in various mediums
- understand the importance of typography in modern graphic design
- recognize principles of graphic design
- incorporate elements of design appropriately for a given medium
- utilize colour theory effectively for print and web
- understand First Nation cultural copyright concerns

COURSE FORMAT

Weekly breakdown of instructional hours

Weekly online class modules will take up to 3 hours to complete. Modules include a video lecture and additional readings.

Most modules include an assignment used to reinforce and understand the practical application of the concepts covered. Students should expect up to 3 additional hours of time each week for completing assignments.

Delivery format

Each weekly class module is delivered asynchronously online and can be worked through at your own pace.

A synchronous online discussion and question session will be delivered weekly through Zoom. This meeting is optional but is the best place to discuss the material, ask questions and engage with your instructor and fellow classmates. The date of this meeting will be provided in the first class.

The course is structured in two main sections. The first section focuses on the graphic design fundamentals and visual communication theories. In the second part of the course, students will apply their knowledge to visual branding solution for a client.

Assignments, blogs, and various projects are delivered online using freely available software applications. A list of these applications and instruction will be covered in the first class.

EVALUATION

Assignments	60 %
Blog Posts	15 %
Final Project	25 %
Total	100%

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS

No textbooks are required for this course.

Selected online resources, readings and videos will be provided in class.

RELATED COURSE REQUIREMENTS & LEARNING MATERIALS

As this an online course offering, students must have a computer connected to the internet to access and complete course materials. Some course material is provided as PDFs and students should have the free Acrobat Reader installed on their computer.

Several assignments require students to take digital photos as part of their work so student must have access to a digital camera. Cameras on mobile devices (phones/tablets) will work perfectly. If you are in need of a digital camera, please contact your instructor.

There will be several free and open-source software applications used in the course. Students should be comfortable using online applications to successfully complete the course.

Some projects will involve sketching and collage so students should have access to paper and pencils. These physical creations will need to be scanned or photographed in order to be submitted digitally online. Taking pictures of your work with a cell-phone camera will work fine.

The final project involves a video presentation so students will be expected to record their screens and/or themselves presenting. Free software options for this will be introduced in class.

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.

ACADEMIC ACCOMMODATION

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon University Academic Regulations (available on the Yukon University website). It is the student's responsibility to seek these accommodations by contacting the Learning Assistance Centre (LAC): LearningAssistanceCentre@yukonu.ca.

TOPIC OUTLINE

Class	Topics Covered
1	What is Graphic Design?
2	History of Graphic Design
3	The Elements and Principals of Form
4 & 5	Typography Fundamentals
6	Researching a Design Project
7	Generating Ideas & Developing Ideas into Concepts
8	Design Briefs and Working with Clients
8	Proportion Systems - Grids & Alignment
9	Logos / Branding
10	Design Ethics & Cultural Copyright
11	Print Production Techniques
12	Web Design & UX & Motion Design
13	Review and Final Presentations