

CGCM 130: Design and Layout

Course Outline – Spring 2022

Instructor Information

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Course Information

Course Description

Successful design involves more than meets the eye! Students learn how to interpret a design brief, how to work with a client to create a design that fulfills client specifications, and how to prepare a design that will adhere to output requirements. An emphasis is placed on solving problems in design, and the principles of design, including accessibility. The course introduces students to the principles of design, as practiced by graphic designers, advertising and marketing organizations and members of the printing industries. Students learn how to communicate with designers, and the steps necessary to execute a successful design project from design briefs to fulfillment of client expectations.

Learning Outcomes

The learning outcomes listed below are **introduced** in this course. Upon completion of this course, students should be able to:

- Assesses needs, analyzes context, designs, plans and implements strategic solutions relating to the industry
- Technology
 - applies knowledge of historical, current, new, and emerging technologies
 - applies knowledge of the complete graphic communication process from concept to finished product
 - distinguishes between various forms of print and electronic media
 - interprets current trends in order to anticipate future needs
- Identifies and analyzes effective graphic design and visual communications
- Constructs appropriate job plans based on job requirements and equipment specifications, including:
 - preparing and evaluate files
 - creating, analyzing and execute imposition plans
 - applying colour theory
- Prepares and executes project plans while adhering to project management principles
- Researches, assembles, critically analyzes and synthesizes information
- Proofreads to industry standards
- Writes effective business reports
- Works well independently and in interdisciplinary and diverse teams, demonstrating accountability and personal responsibility
- Works with hardware, software, manufacturing machines and related tools to:
 - create, analyze, correct, process, and manage files in accordance with industry standards for
 - traditional output (conventional and static digital)
 - non-traditional output (VDP, Web-to-print, etc.)
 - packaging output
 - prepare, output (calibrate) and analyze proofs and plates
- Communicates effectively and appropriately for a variety of audiences
 - in written form
 - in electronic form
 - in verbal form
- Demonstrates effective presentation skills
- Demonstrates and applies time management and organizational skills
- Demonstrates ethical and professional conduct
- Manages own professional growth and skill development
- Demonstrates a positive attitude, takes initiative and thinks proactively

Prerequisites/Corequisites/Exclusions

None

Required Texts

None

Other Required Reading

Additional readings will be provided periodically from instructor handouts and/or D2L Brightspace postings.

Required Course Materials/Equipment

Access to cloud storage such as Google Drive; Adobe Creative Suite.

Course Format and Teaching Methods

This course is being offered in a virtual remote format and uses a combination of synchronous and asynchronous lecture and laboratory work for primary teaching methods. Also, slides, group discussions, videos, guest lecturers, pop quizzes/assignments, and other relevant methods of teaching may be used when and where appropriate.

This course uses D2L Brightspace shell as its primary delivery method. All students are required to access and use the materials within the Brightspace site.

In addition to scheduled lecture and lab sessions, students may be required to work on projects or independent study tutorials on their own time (that is, outside scheduled class time). Students are responsible for managing this time accordingly to meet assignment due dates.

Synchronous & Asynchronous Learning

In Spring 2022, this course will be delivered as follows:

- This course will be delivered **virtually** for the entire semester.
- **Lecture** – Lecture content will be delivered **synchronously** each week. The class meets Mondays at 6:30 p.m. The anticipated end time will vary from week to week. A recording will be made available each week.
- **Labs** – Lab content will be delivered **asynchronously** each week. This allows you to pause and rewatch Adobe Creative Suite content and follow along at your own pace.

Students should create a free account on LinkedIn Learning (library.ryerson.ca/eresource/lynda.com/).

Copyright Notice

Professors Wong, Lumby, and Varma hold the copyright in the works of all original materials used in this course, and students registered in this course can use the materials for the purposes of this course. Still, no other use is permitted, and there can be no sale or transfer or use of the work for any other purpose without the explicit permission of Professor Wong, Lumby and Varma.

EDI Statement

The School of Graphic Communications Management supports a non-sexist, non-transphobic, non-homophobic, non-ableist and non-racist environment and is committed to upholding the values of equity, diversity and inclusion. The School also supports an inclusive learning environment where diverse perspectives are recognized, respected, and seen as a source of strength.

We strive to provide an inclusive and safe public environment. It is our shared responsibility to keep our classrooms, facilities, and online spaces free from discrimination based on race, gender, sexual orientation, religion, age, or ability, even while we explore and engage with important and sometimes controversial topics and social issues. Bullying, harassment, and intimidation are incompatible with the values of this course. Honesty, integrity, respectfulness, kindness, and curiosity are integral to the work we do together.

Summary of Course Topics

Sequence subject to change with prior discussion.

Module	Date	Live topics (Mondays at 6:30 p.m.)	Badge deadlines (@ 11:59 p.m.)	Project/quiz deadlines (@ 11:59 p.m.)	Recorded Videos on D2L* (viewed asynchronously)
1	Week 1: May 2-8	May 2 (ends 9:30 p.m.): • Course Intro • Branding Project Intro	May 8: • Fail Upward • Nice to Meet Ya • Initial Shape Artist	May 8: • Branding Proposal Due	• What is Graphic Design? • Design Workflow and Brief • Introduction to Illustrator
2					• Line and Shape • Pen Tool • Brushes
3	Week 2: May 9-15	May 9 (scheduled timeslot): • Branding Proposal	May 15: • Avatar Artist		• Theory of Colour • Working with Colour
4					• Space and Balance • Pathfinder, Shape Builder, Align
5	Week 3: May 16-22	May 16 (ends 8 p.m.): • Proofs and Preflight	May 22: • Alphabet Illustrator	Open May 16-22: • Quiz 1 (Modules 1-4)	• Fonts and Typefaces • Working with Text
6					• Emphasis and Unity • Patterns, Graphic Styles and Appearance
7	Week 4: May 23-29	May 23 (ends 8:30 p.m.): • IDP Intro • Branding Critiques	May 26: • Let's get Critical May 29: • How it's Made	May 27: • Branding Project Due May 29: • IDP Proposal Due	• Accessibility • Adv Illustrator 1 (Image Trace and Blend)
8					• Copyright • Adv Illustrator 2 (Live Paint, Mesh, Perspective)
9	Week 5: May 30-June 5	May 30 (scheduled timeslot): • IDP Proposal	June 5: • Showcase Me!	Open May 30-June 5: • Quiz 2 (Modules 5-8)	• Careers in Graphic Design • Creating a Portfolio
10					• Introduction to InDesign
11	Week 6: June 6-12	June 6 (ends 8 p.m.): • Student Showcase • Critiques	June 12: • InDesign Artist June 14: • Let's get Critical	Open June 6-15: • Quiz 3 (Modules 9-11) June 15: • IDP Project Due	• Grids and Guides • Intermediate InDesign
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*Week numbers in video title screens will not match the schedule above. Please let the schedule above be your official guide.

Evaluation and Grading

ASSESSMENT ITEM	DETAILS	DUE DATE	INDIVIDUAL/ GROUP	% OF GRADE
Course Badges	Participation choice board	Throughout semester	IND	15
Quiz 1	Content from Modules 1-4	Open Mon, May 16 @ 9 a.m. to Sun, May 22 @ 11:59 p.m.	IND	10
Quiz 2	Content from Modules 5-8	Open Mon, May 30 @ 9 a.m. to Sun, June 5 @ 11:59 p.m.	IND	10
Quiz 3	Content from Modules 9-11	Open Mon, June 6 @ 9 a.m. to Wed, June 15 @ 11:59 p.m.	IND	10
Design Project	Branding Identity	Proposal: Sun, May 8 @ 11:59 p.m. Final: Fri, May 27 @ 11:59 p.m.	IND	30
Design Project	Independent Design Project	Proposal: Sun, May 29 @ 11:59 p.m. Final: Wed, June 15 @ 11:59 p.m.	IND	25
Total				100

Projects for the course are due at 11:59 p.m. on the date indicated in the above table. A late penalty of **20%** per day, including Saturdays and Sundays, will apply for late assignments. An assignment is considered late if it is not handed in by the time and date it is due. No assignment will be accepted for grading later than five days after the due date unless there is a justifiable reason, discussed and agreed upon by the instructor.

Every effort will be made to adhere to this due date schedule. However, unforeseen circumstances may cause these dates to change. If a due date changes, students will be given written notice highlighting the changes, along with a digital copy of the course outline with the amended dates.

Student grades for this course will be posted electronically on D2L. Each student will be able to review their own grade, but will not see the grades of others. Should you wish not to have your grade posted on D2L, please notify the instructor prior to the return of the first assessment item.

When handing in assignments, please read the assignment instructions carefully to determine how the assignment is to be submitted. *If any of the required submission criteria are not fulfilled by the due date and time, the submission will be considered late and subject to late penalties.* Submission requirements may include electronic submission to a website, uploading to an electronic dropbox on D2L, Turnitin, or other methods as specified by the instructor.

When receiving graded tests and assignments back, please check the calculations and grading carefully. If you find an error, or if you feel the grade needs reconsideration, please notify the instructor. *Requests for recalculation or re-grading must be made within ten working days of the return of the graded item to the class.*

Please refer to the GCM Student Guide (available at <https://www.ryerson.ca/gcm/current-students/academics/>) for more information about grading, due dates, and related matters.

Grading Guidelines

These grading guidelines will help you understand the grades associated with different levels of achievement on assignments and exams.

Excellent Range (A+, A, A-) (80-100%)

- You exceed assignment or exam objectives
- You are able to precisely follow the specific instructions for the assignment or exam
- You demonstrate a comprehensive understanding of the subject matter
- You demonstrate original and creative thought about the subject
- You work beyond the assignment requirements and synthesize significant additional research, background information and/or industry resources, ideally all of the above as applicable
- You exhibit an excellent ability to apply course concepts
- Your work is original, and all sources have been cited properly
- Your work is accurate, complete, consistent, and well organized
- Spelling, grammar and presentation are excellent throughout
- Your work is submitted by the deadline

Good Range (B+, B, B-) (70-79%)

- You meet assignment or exam objectives with minimal guidance
- You follow the specific instructions for the assignment or exam
- You exhibit a good understanding of the subject matter
- You are moving towards original or creative thought
- You make good use of additional research, background information and/or industry resources
- You demonstrate the ability to apply course concepts
- Your work is original, and all sources have been cited properly
- Your work is accurate, complete, consistent, and well organized
- Spelling, grammar and presentation are good throughout
- Your work is submitted by the deadline

Satisfactory Range (C+, C, C-) (60-69%)

- You meet assignment or exam objectives, although you may need some assistance
- You follow the specific instructions for the assignment or exam
- You grasp key concepts related to the subject matter
- You show some effort to demonstrate original or creative thought
- You make some use of additional research, background information and/or industry resources
- Your work is accurate, complete, consistent, well organized, although there are minor errors present
- Spelling, grammar and/or presentation are lacking professionalism or clarity in many areas
- Your work is original, and all sources have been cited properly
- Your work is submitted by the deadline, or you may be a student whose work is in the “Good” or “Excellent” range, whose work has not been submitted by the deadline

Barely Acceptable (D+, D, D-) (50-59%)

- You barely meet assignment or exam objectives, or you meet them in a rough way
- You follow some instructions for the assignment or exam
- You show familiarity with the subject matter
- You demonstrate limited ability to demonstrate original or creative thought
- You make little use of additional research, background information or industry resources
- Your work is inconsistent and/or includes errors in organization or completeness
- Spelling, grammar, and/or presentation are weak in several areas, but your writing remains understandable throughout
- Your work was not submitted by the deadline, or you are a student whose work is in the “Good “ or “Satisfactory” range, whose work has not been submitted by the deadline

Unacceptable (F) (Below 50%)

- Your work does not meet objectives
- Your work indicates that you did not follow instructions, and demonstrates that you did not ask questions that would help you complete the project
- You show a lack of familiarity with key concepts relating to the subject matter
- Your work is inconsistent, incomplete and/or includes significant errors in organization
- Spelling, grammar and presentation are weak throughout, your writing is difficult to understand
- Your work was not submitted by the deadline, or you are a student whose work is in the “Satisfactory” or “Barely Acceptable” range, whose work has not been submitted by the deadline

Adapted from the Ryerson Collaborative Nursing Program Handbook, 2004 (www.ryerson.ca/nursing).

Course Specific IT Requirements

What You Will Need	Description and Comments
Adobe Creative Cloud (Mac/Windows)	You will need access to Adobe Creative Cloud which is provided by The Creative School. Please download: Illustrator, InDesign and Acrobat. More information is available here.
Internet access	Internet connection should be 12 megabits/sec. (MBPS) or faster. Please keep Zoom updated.

Classroom Policy on Electronic Devices

Secondary electronic devices (e.g. tablets, phones) may not be used during the synchronous sessions of this class unless directed by the instructor for a class activity. Even in a remote virtual environment, these devices can cause a considerable distraction to others. You are asked to leave devices out of sight and silent during synchronous class time, and use them only during breaks.

University and School Information, Policies and Practices

Toronto Metropolitan University Land Acknowledgement

Toronto is in the 'Dish With One Spoon Territory'. The Dish With One Spoon is a treaty between the Anishinaabe, Mississaugas and Haudenosaunee that bound them to share the territory and protect the land. Subsequent Indigenous Nations and peoples, Europeans and all newcomers have been invited into this treaty in the spirit of peace, friendship and respect.

Examinations

Specific details about examinations for this course will be provided to students closer to the scheduled examination dates, including but not limited to general exam information, items to bring to the exam, and other relevant information. For complete details regarding examination policies, please refer to Senate Policy 135 "Examination Policy" (<https://www.ryerson.ca/senate/policies/>) or the GCM Student Guide (<https://www.ryerson.ca/gcm/current-students/academics/>).

Academic Integrity

Senate Policy 60 "Academic Integrity" (<https://www.ryerson.ca/senate/policies/>) applies to all students. The policy and its procedures are triggered if there is a suspicion that a student has engaged in a form of academic misconduct.

Forms of academic misconduct include plagiarism, cheating, supplying false information to the University, and other acts. The most common type of academic misconduct is plagiarism. Plagiarism is a serious academic offence and penalties can be severe. In any academic exercise, plagiarism occurs when one offers as one's own work the words, data, ideas, arguments, calculations, designs or productions of another without appropriate attribution or when one allows one's work to be copied.

You are required to cite the source of any words, illustrations, ideas, data, designs, etc. of other people. Your instructor or the library can assist with citations.

It is assumed that all examinations and work submitted for evaluation and course credit will be the product of individual effort, except in the case of group projects arranged for and approved by the course instructor. Additionally, submitting the same work to more than one course without instructor approval is considered a form of academic misconduct.

Students are advised that suspicions of academic misconduct may be referred to the Academic Integrity Office (AIO). Students who are found to have committed academic misconduct will have a Disciplinary Notation (DN) placed on their academic record (not on their transcript) and will be assigned one or more of the following penalties:

- A grade reduction for the work, up to a grade of zero for the work
- A grade reduction in the course greater than a zero on the work
- An F in the course
- More severe penalties up to and including expulsion from the University

The unauthorized use of intellectual property of others, including your professor, for distribution, sale, or profit is expressly prohibited, in accordance with Policy 60 (Sections 2.8 and 2.10). Intellectual property includes, but is not limited to:

- Slides
- Lecture notes
- Presentation materials used in and outside of class
- Lab manuals
- Course packs
- Exams

For more information, refer to Senate Policy 60 "Academic Integrity" (available at [ryerson.ca/senate](https://www.ryerson.ca/senate)). All students are strongly encouraged to learn more about academic integrity at www.ryerson.ca/ai

Turnitin.com

Turnitin.com is a plagiarism prevention and detection service to which Toronto Metropolitan University subscribes. It is a tool to assist instructors in determining the similarity between students' work and the work of other students who have submitted papers to the site (at any university), internet sources, and a wide range of books, journals and other publications. While it

does not contain all possible sources, it gives instructors some assurance that students' work is their own. The service makes no decisions; it generates an "originality report," which instructors must evaluate to judge if something is plagiarized.

Students agree by taking this course that their written work will be subject to submission for textual similarity review to Turnitin.com. All submitted papers will be included as source documents in the Turnitin.com reference database solely to compare the similarity of such papers. The use of the Turnitin.com service is subject to the terms-of-use agreement posted on the Turnitin.com website. **Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with their instructor to make alternate arrangements.**

Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if the instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

Student Health Certificate

If a student misses the deadline for submitting an assignment, or the date of an exam or other evaluation component for health reasons, they should notify their instructor as soon as possible and use the Online Academic Consideration Request. The Online Academic Consideration request can be accessed at <https://www.ryerson.ca/senate/resources> and needs to be submitted within three working days. Chang School students still need to submit a paper form. This form is accessible at <https://www.ryerson.ca/content/dam/senate/forms/Health.pdf>.

Religious, Aboriginal or Spiritual Observance

Religious, Aboriginal and Spiritual observance – If a student needs an accommodation because of religious, Aboriginal or spiritual observance, they must submit a Request for Accommodation of Student Religious, Aboriginal and Spiritual Observance AND an Academic Consideration Request form within the first two weeks of the class or, for a final examination, within two weeks of the posting of the examination schedule. If the requested absence occurs within the first two weeks of classes, or the dates are not known well in advance as they are linked to other conditions, these forms should be submitted with as much lead time as possible in advance of the absence. The document is available at <https://www.ryerson.ca/senate/resources/>. **If you are a full-time or part-time degree student, then you submit the forms to your program department or school. If you are a certificate or non-certificate student, then you send the forms to the staff at the front desk of the Chang School.**

Academic Accommodation Support

Before the first graded work is due, students registered with the [Academic Accommodation Support office](#) (AAS) should provide their instructors with an Academic Accommodation letter that describes their academic accommodation plan.

Toronto Metropolitan University acknowledges that students have diverse learning styles and a variety of academic needs. If you have a diagnosed disability that impacts your academic experience, connect with Academic Accommodation Support (AAS). Visit the [AAS website](#) or contact aasadmin@ryerson.ca for more information.

Note: All communication with AAS is voluntary and confidential, and will not appear on your transcript.

Official Toronto Metropolitan University Email Address

Following Toronto Metropolitan University's email policy, only Toronto Metropolitan University email accounts will be used for communication with students. You are required to register for and maintain your Toronto Metropolitan University email account. All email correspondence for this course must be sent using your Toronto Metropolitan University email account.

Other Departmental/University Policies and Practices

Students should refer to the GCM Student Guide ([ryerson.ca/gcm/current-students/academics/](https://www.ryerson.ca/gcm/current-students/academics/)) and the Toronto Metropolitan University Senate website (<https://www.ryerson.ca/senate/>) for an explanation of departmental and University policies and procedures. It is the responsibility of the student to know and understand these policies. In all cases, students are required to adhere to all University/departmental policies and procedures, including (but not limited to) Policy 60 "Academic Integrity" and Policy 61 "Code of Non-academic Conduct."

Important Resources Available at Toronto Metropolitan University (June 2021)

- [The Library](#) provides research workshops and individual assistance. If the University is open, there is a Research Help desk on the second floor of the library or go to [Workshops](#).

- [Student Learning Support](#) offers group-based and individual help with writing, math, study skills, and transition support, as well as [resources and checklists to support students as online learners](#).
- You can submit an [Academic Consideration Request](#) when an extenuating circumstance has occurred that has significantly impacted your ability to fulfill an academic requirement. You may always visit the [Senate website](#) and select the blue radial button on the top right hand side entitled: Academic Consideration Request (ACR) to submit this request).

Please note that the Interim Provost/ Vice President Academic and Dean's approved a COVID-19 statement for Fall 2020/Winter 2021/Fall 2021 related to academic consideration. This statement has been built into the Online Academic Consideration System and is also on the [Senate website \(www.ryerson.ca/senate\)](#):

Policy 167: Academic Consideration for Fall 2020/Winter 2021/Fall 2021 due to COVID-19: Students who miss an assessment due to cold or flu-like symptoms, or due to self-isolation, are currently not required to provide a health certificate. Other absences must follow Senate [Policy 167: Academic Consideration](#).

Also NOTE: Outside of COVID-19 symptoms, the new Policy 167: Academic Consideration does allow for a once per term academic consideration request without supporting documentation if the absence is less than 3 days in duration and is not for a final exam/final assessment. In the absence is more than 3 days in duration and/or is for a final exam/final assessment, documentation is required. For more information please see Senate [Policy 167: Academic Consideration](#).

- [Toronto Metropolitan University COVID-19 Information and Updates for Students](#) summarizes the variety of resources available to students during the pandemic.
- Familiarize yourself with the tools you will need to use for remote learning. The [Continuity of Learning Guide](#) for students includes guides to completing quizzes or exams in D2L Brightspace, with or without [Respondus LockDown Browser and Monitor, using D2L Brightspace](#), joining online meetings or lectures, and collaborating with the Google Suite.
- Information on Copyright for [Faculty](#) and [students](#).
- *At Toronto Metropolitan University, we recognize that things can come up throughout the term that may interfere with a student's ability to succeed in their coursework. These circumstances are outside of one's control and can have a serious impact on physical and mental well-being. Seeking help can be a challenge, especially in those times of crisis. Below are resources we encourage all Toronto Metropolitan University community members to access to ensure support is reachable.*
 - o [Toronto Metropolitan University Mental Health and Wellbeing](#)

If support is needed immediately, you can access these outside resources at any time:

- **Distress Line** — 24/7 line for if you are in crisis, feeling suicidal or in need of emotional support (phone: (416) 408-4357)
- **Good2Talk**- 24/7-hour line for postsecondary students (phone: 1-866-925-5454)