Course Outline

PUBL 1100: Publishing Explorations

Year and semester: 2025 Summer

Course Time: Thursdays 13:30-16:20   **Room:** A110

Semester: May 5 – Aug 31   **Course Format:**   Lecture/Lab

Credits: 3.0   **Transfer Credit**: For information, visit
bctransferguide.ca

Additional information and coursework may be provided through Brightspace.
Please Note: When contacting your instructor, always include Student ID number.
This is the official course outline. It is the student's responsibility to retain this document in their files.

Mixed Mode Courses

Mixed mode course (i.e., a combination of on-campus and online instruction) We will have some online and some on-campus delivery. These sections will begin with "M". The in-person portion of the course will have scheduled days, times, and room numbers, and the type will be either "Lab" or "Lecture". The online portion will indicate "www" as the location. The online portion may or may not have scheduled meeting times. There will be an online assessment due at the beginning of class week 02-13.

It is important that you submit your assignments on the due dates given. Much of the evaluation will involve exercises and quizzes. Additionally, each topic will build upon the previous topics.

It is your responsibility to make sure that you do not miss any announcements or course materials that have been given in this course. Additional announcements and course materials will be delivered via Brightspace.
It is your responsibility to check Brightspace frequently for important information regarding the course.

Course Description, Prerequisites, and Corequisites:

Description: Students learn the basics of publishing in various formats and media. Through hands-on projects, they work with existing content and create new content, learn about publication planning and various forms of publishing media, and are introduced to common software used to create publications.

This course is open to all Langara College students. Students can bring their own images and text for their assignments or use material supplied by the instructor. Use of stock images or AI generated content in assessments or projects would need prior approval from the instructor.

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Prerequisite: None

Learning Outcomes:

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

- describe the major events in the development of publishing
- identify the common publishing platforms
- apply the basic elements of design
- prepare images for print and electronic reproduction
- create single and multi-page documents using a variety of software

Instructor(s):   Jeffrey Ellis

Office: A118S   **Phone:** 778 318 7734   **Email:** jellis@langara.ca

Office Hours: Wed 2-4, Thurs 10-1. Other days by appointment, please email or slack to request an appointment

Textbook and Course Materials: A variety of media will be posted to Brightspace including the instructor's lecture slides, handouts & tutorials; LinkedIn.com/learning tutorials, and links to external sources. Students are responsible for reading these fully as they will sometimes contain material in addition to what is covered in class.

Brightspace: Students are expected to familiarize themselves with Brightspace and use it as required. https://d2l.langara.ca

Students are responsible for remaining up to date regarding deadlines and announcements. Notifications can be forwarded to a frequently used email address through your Brightspace preferences found under Notifications and Account Settings.

Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.

Equipment: Files can take up substantial storage space; it is recommended to students they have adequate digital storage to accommodate this course.

Plagiarism and cheating: Refer to Langara College's Code of Conduct, and Student Policies and Procedures for policies regarding cheating, plagiarism and self-plagiarism. Students may record or video classroom presentations and activities for personal use only. Do not share on any social media platforms without prior written consent of the instructor.

Submissions: All assignments and exercises will be submitted through Brightspace. It is the student's responsibility to allow time to upload and troubleshoot their submissions within the posted schedule.

Assignments submitted late without the instructor's prior consent will receive 10% deduction per day after the due date. Assignments submitted more than five days late will not receive a grade.

Assessments and Weighting: Attendance is required to facilitate successful completion of assignments. Some grades will be earned through in-class participation. Absence without advance notice during these classes will result in lost grades.

Participation: 10%		In-Class assessments: 30%		Projects: 60%	
Attendance, participation in discussions, and overall professionalism	10%	Assessment 01 – Intro review	3%	Project 01 –Zine	20%
		Assessment 02 – Masking	3%	Project 02A – Photo Collage	5%
		Assessment 03 – Photoshop filters	3%	Project 02B – Photo Mask	5%
		Assessment 04 – Photoshop text	3%	Project 03 – Vector Logo	15%
		Assessment 05 – Photo retouch	3%	Project 04 – Cover Design	15%
		Assessment 06 – Illustrator Basics	3%		
		Assessment 07 – Illustrator colours	3%		
		Assessment 08 – Illustrator type	3%		
		Assessment 09 – InDesign Intro	3%		
		Assessment 10 – InDesign type & styles	3%		
Total	10%		30%		60%

Grading:

[Grades, Grade Points, & Notations](#)

Detailed Course Schedule:

Week	Topic	Assignment
01 – May 6	Introductions of instructor, student and course, What is Publishing? History of Publishing, What are Digital Publications?, CMYK/RGB, What is the goal of course?	Project 01 – Photo Zine *due week 14* Zine Idea statement *due week 02*
02 – May 13	Intro to Photoshop, basic image sizing, layers and Smart layers, Blend Modes, Selections, Masks, Cropping, Resizing, Clipping Masks	*Due in class: Assessment 01 – intro review* *Due: Zine Idea statement* Project 02A – Photo Collage *due week 05*
03 – May 20	Photoshop Text, Opacity, Type Effects, Type on a Path, Type Masks, Filter Gallery	*Due in class: Assessment 02 – Masking* Project 02B– Photo Collage *due week 06*
04 – May 27	Retouching / HSL, Content Aware Tools, Photoshop Retouching, Dodge and Burn, Basic Color Correction, Camera Raw, HSL Adjustment, Shadow/Highlight, Liquify	*Due in class: Assessment 03 – Photoshop filters*
05 – Jun 3	Illustrator, Content Aware Scale, Illustrator basics, Pathfinder, The Pen Tool, Strokes, transformations	*Due in class: Assessment 04 – Photoshop text* *Due: Project 02A – Photo Collage*
06 – Jun 10	Illustrator, Color in Illustrator, Global colors, Auto Trace, Appearance and Expand.	*Due in class: Assessment 05 – Photo retouch* *Due: Project 01 – Photo Zine Thumbnails* *Due: Project 02B – Photo Mask*
07 – Jun 17	Typography, Type pairing, Displaced Type. 3D Type.	*Due in class: Assessment 06 – Illustrator Basics* Project 03 – Vector Logo *due week 9*
08 – Jun 24	InDesign Quick start, Intro to Adobe InDesign	*Due in class: Assessment 07 – Illustrator colours*
July 1	Canada Day, No Class	
09 – Jul 8	Adobe InDesign part 2, Basic layout design, Margins, Page elements, Creating text columns, overset text, Cover Layout ideas, Displaced Type	*Due in class: Assessment 08 – Illustrator type* Project 04 – Cover Design *due week 11* *Due: Project 04 – Vector Type*
10 – Jul 15	Adobe InDesign part 3, Text wraps, paragraph styles, character styles, drop caps, baseline grid	*Due in class: Assessment 09 – InDesign Intro*

		Due: Project 01 - Photo Zine Photo Review
11 – Jul 22	Advanced InDesign techniques for publishing books and magazines, export to PDF, booklet print settings	*Due in class: Assessment 10 – InDesign Type & Styles* *Due: Project 05 – Cover Design*
12 – Jul 29	Lab Day	
13 – Aug 5	Zine Production, booklet printing, bindery and assembly, press production overview, Zine Presentations	*Due: Project 01 – Photo Zine*

Policy

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[Student Code of Conduct - E1003](#)

[Academic Integrity - F1004](#)

[Academic Standing - Academic Probation and Academic Suspension - E2008](#)

[Appeal of Final Grade - E2006](#)

[Concerns about Instruction - F1002](#)

[Withdrawal from Courses and Deferred Standing - E2011](#)

Departmental/Course Policies: