

PUBLISHING

2019/2020 COURSE DESCRIPTIONS

(COURSES SUBJECT TO CHANGE)

FALL SEMESTER:

CPPUFE205 - Fundamentals of Publishing and Editing Experiential Learning, 6 Credits.

Description: This course examines the fundamental aspects of the publishing industry with an emphasis on book publishing. Issues such as editorial brainstorming and manuscript selection, layout processes, production, interior and exterior design, marketing, and financial factors are explored on a hands-on level with examples and collaborations drawn from ongoing publication projects. The emphasis on editing focuses on evaluating manuscripts, fact checking, copy cutting, editing, rewriting, proofreading and writing captions, titles and subtitles. Critiquing and creating titles and subtitles is also covered. This course includes experiential learning hours with our Community Engagement Member Institutions (CEMI). CEMI are dynamic learning environments created to foster learning through a structured interaction with the community. In addition to regular lecture hours, students will be involved in learning by doing through real projects and integration with the local population and territory in order to remove cultural and learning barriers as well as to develop a strong likelihood for success in life. The experiential learning hours are fully supervised by instructors who track students step by step during their learning experience, monitor and advise according to student needs, and support student initiative. This unique learning model allows students to benefit from an all-encompassing educational experience based on theory and practice in real enterprises, learning of comprehensive operational processes, problem-solving, leadership, and management.

DIVCDF250 - Visual Communication Design Fundamentals Studio II, 3 Credits.

Description: The aim of this course is to provide the students with a strong base for designing effective visual communications that are able to inform and motivate the viewer. The main purpose of this course is for students to develop a research and experimentation approach in order to understand the diverse aspects of visual design. Through a series of exercises, students will be able to master basic design principles, conceptual problem-solving methods, and critical thinking skills. This will allow them to evaluate the effectiveness of their work. Topics also include content in typography, layout,

logo design, and poster design. This course includes Fab Lab studio hours and experiential learning with CEMI.

DIPHAD400 - Advanced Digital Photography, 3 Credits.

Description: This course is strictly a technical course intended to prepare students and give them the tools to create a mature visual expression in photography for their final projects. Students will learn advanced and unique black and white printing, studio lighting, and large format printing. Visual assignments will be used to accompany the specific learning techniques. Techniques: Piezography (black and white printing), large format printing, Photoshop plug-ins, scanning, fine art paper, studio lighting. This class includes experiential learning with CEMI.

DIVCAD330 - Introduction to Art Direction, 3 Credits.

Description: This course focuses on the creation of projects in advertising campaigns from the initial research and creative strategy to the final execution of a comprehensive commercial project. Students will learn the principles of art direction and layout as well as the marketing aspects of an advertising campaign, working with a copywriter, learning techniques for idea visualization, and structuring the campaign to the requirements of the client.

LACWCW300 - Creative Writing, 3 Credits.

Description: This course is based on an introduction to fiction writing. Topics cover the technical elements of fiction writing through lectures and in-class writing exercises that develop dialogue, voice, plot, image, character development, point of view, scene, structure, and other prose skills. Coursework will be further enriched with assignments that students will use in writing more substantial pieces of fiction. Students will learn to critique work from a writer's perspective.

SPRING SEMESTER:

Course Descriptions Coming Soon!

- Professional Book Production Experiential Learning
- Visual Communication Design Fundamentals Studio III
- Interpersonal Communication
- E-Publishing
- Portfolio Development