

Advertising Program Guide • 2011/12



**got any better
ideas?**

...then come join the Advertising program!



**DURHAM
COLLEGE**
SUCCESS MATTERS

School of Media, Art & Design

Table of Contents

Welcome Student	2
Program Faculty & Staff.....	3
Durham College Vision and Values	4
The Student Experience Comes First	5
Important Dates	6
Program Information	
- program description.....	11
- program learning outcomes.....	14
The Chronicle	15
Course Outlines.....	16
General Education.....	16
Program Specific Academic Policies.....	17
Policies for the School of Media, Art & Design.....	18
Academic Integrity	20
Requirements for Promotion	20
Aegrotat and Missed Final Examinations.....	21
Field Placement (program specific).....	22
MAD Resources for Students	23
Academic Advising - Student Liaison.....	25
Centre for Students with Disabilities	26
Student Academic Learning Services (Learner Support Centre)	27
The Library	28
College Publications	29
Scholarships and Bursaries	30
Transfer Guide.....	33
Program of Studies.....	34
Course Descriptions	37

Please note the following important information:

Durham College strives to ensure the accuracy of the information in this publication. Please note that the academic curriculum is continually reviewed and revised to ensure program quality and relevancy. As such, the college reserves the right to modify or cancel any course, program, fee, procedure, timetable or campus location at any time. Please consult our website at www.durhamcollege.ca for the most current information.

WELCOME STUDENTS

A Message from the Dean

On behalf of the faculty and staff of Durham College, it is a pleasure to welcome you to Durham College. You are embarking upon an exciting, challenging and rewarding journey.

We wish you success in your studies, supportive new relationships and exciting future in your chosen career. We are committed to meeting your educational needs by providing a high quality program. We will do our best to support you in developing yourself for your career. If you have any questions or need any kind of assistance please ask us. We are here to help you.

We are pleased you have chosen Durham College. We look forward to working with you.



Greg Murphy, MFA
Dean
School of Media, Art & Design

A Message from the Vice-President Academic

Congratulations on choosing Durham College and taking a very important step in preparing for your future. Durham College is known for high quality programs, leading edge technology, an award winning library and a student-centered approach to learning. Supporting our mission that the student experience comes first, Durham College is committed to providing students with quality learning experiences and support in finding fulfillment in education, employment and lifelong learning.

Our programs are continually shaped by market needs and delivered by exceptional teachers with real-world experience. The program you have chosen has been designed to help you develop the necessary skills and knowledge to support your success in your chosen career path. Our dedicated and professional staff and professors are committed to helping you achieve your educational goals and your career aspirations.

Durham College strives to be accountable to students and employers through the preparation of work-ready graduates who will continue to live our “success matters” focus in their professional work environment.

We are pleased you have chosen to study at Durham College and we look forward to supporting your learning journey – work hard, have fun, enjoy your college experience and campus life.

I wish you much success with your studies.



Judy Robinson,
Vice President, Academic

Faculty & Staff Listing

The School of Media, Art & Design Office is located in C237. Our office hours are Monday – Friday 8:00 a.m. – 4:30 p.m. Staff and Faculty can be reached by phone by dialling (905) 721-2000 and then the extension as listed on this directory....

Office & Administrative Staff...

	Office	Extension
Greg Murphy, Dean	C237	3128
Charlotte Hale, Associate Dean.....	C238	2708
Alanna Desaillier, Administrative Coordinator.....	C237	3148
Kerry Doyle-Brownell, Student Liaison	C237	2474
Amy Derald, Administrative Assistant	C237	3067

Faculty...

(*) denotes a Program Coordinator

	Office	Extension		Office	Extension
Aloe, Robert	C226	2280	Ibric, Edin	C230	3634
Anderson, Reid	C226	2641	Jarvis, Greg	C233	2713
Andrews, Craig	B297B	2226	Johnson, Mark, DGVP*	C118	2008
Arsenault, Luc	C228	TBA	Jordan, Bryan	C108	2526
Bartok, Joe	L217	2346	Jordan, Jo-Ann	C118	2624
Bath, Margo	B297C	2293	Klassen, Herb, FAD*	C125	2239
Beaudoin, Isabelle	C234	3631	Kozlowski, Jason	C108	TBA
Brown, Richard, GDES*	C226	2633	Labecki, Dan	C12	6595
Byers-Reid, Tracy	C12	6595	LaFrance, Laurie	L218	TBA
Capar, Terry	L218	2643	Legree, Brian	L221	2712
Chan, Clement	C228	TBA	Leroux, Bernard	C12	6595
Chappell, Rob	L218	2108	Levine, Rick	C12	6595
Chapple, Gary, ANIM*	C227	3636	Lishman, Geordie	C12	6593
Cheng, Linda	C118	2583	Lucier, Peter	C108	TBA
Clarke, Wade	L218	2627	McCall, Todd	L218B	2604
Colling, Ginny	L219	2289	McGhie, Tim	C12	6595
Colmer, Pam	C226	2642	McGrath, Stephen	L217	2346
Cream, Evelyn	L217	2346	McKenzie, Jason	C235	TBA
Crome, Donna	C118	2217	McPherson, Iain	L217	2346
Czuba, Angelina	C227	2159	McQuay, Sean, Fine Art*	C125	2239
Davidson, John	C12	6595	Meekins, Marlo	C12	6593
Devitt, Greg	C12	6595	Pace, Richard	C235	TBA
Dolishny, Rick	CC-WS-2406	6521	Paxton, Rob, JOUR*	L221	2710
Drinkwalter, Kevan	L218B	2291	Poulin, Eric	C235	TBA
Ellis, Stuart	C226	2413	Raby, Phil	L221	2503
Evans, Steven, MMDE*	L218	2643	Ragusa, Rob	C12	6593
Felstead, Kris, WBIN*	C229	3640	Rodrigues, Anna	L221	3666
Ferrari, Nick	C118	2722	Rose, Gerry	L219	2289
Foerster, Mark	C12	6595	Rosnak, Allison	CC2305	2333
Fournier, Allan, DGPH*	C233	2713	Roy, Stephanie	L218B	2604
Garnett, Elaine	L218B	2604	Salter, Dawn, ADVS*	L218B	6525
Goodwill, Kimberley	C12	6593	Schopp, Allan	L218B	2604
Goodwin, John	C227	3636	Seiden, Jeremiah	C227	2159
Gough, Lynn, PUBL*	C124	2571	Senter, Stephen	C118	TBA
Gould, Christopher, VFX*	C230	3634	Starling, John, PRMD*	L218	2644
Grabinsky, Matthew, GDEV*	C229	3640	Stephens, Brian	C118	TBA
Gubala, Ray	L218	2191	Suen, Barb	C226	2506
Hanson-Parry, Tracey	C226	2640	Sutherland, Tony, MBM*	L217	2511
Harder, Danielle	C12	6593	Tasker, Rob	C235	TBA
Heatherley, Scott	C228	TBA	Thornton, Marni	L217	2452
Hill, Joanne	B208	2520	Welsby, Paul	C124	2571
HoSang, Brian	L218	2108	White, Rob	C108	TBA
Hudecki, Peter	C234	3631	Williams, Lance	L218	TBA
Hudson, Brent, MMDE*	L218	2644	Zamojc, Ian	C228	TBA
Hupka, Peter	B297B	2226			

Mission: The student experience comes first at Durham College

Vision

- Durham College is the premier college in Canada for career-focused students who will succeed in a challenging, supporting and inclusive learning environment.
- Our programs are continually shaped by market needs and delivered by exceptional teachers with real-world experience.
- Our vibrant campus community enriches the student life experience.

All of this combines to ensure our graduates have the market-ready skills to obtain great careers and make a difference in the world.

Values

Our values drive our organizational culture and our behaviour in delivering our vision and mission. They are:

Integrity and Transparency...

we will behave and communicate sincerely and honestly

Respect...

we will treat everyone with dignity and offer superior service

Equality and Diversity...

we will champion all learners and celebrate diversity

Innovation...

we will be leaders in market-responsive learning experiences and solutions

Personal and team accountability...

we will do what we say we will do



THE STUDENT EXPERIENCE COMES FIRST AT DURHAM COLLEGE

Important to All

Students and staff at Durham College are committed to academic excellence by:

- Demonstrating respect for one another and property
- Maintaining a clean and safe environment
- Taking an active role in the learning process
- Providing and receiving support when necessary
- Attending classes and/or appointments regularly and on time
- Modeling skills, attitudes and expectations of the workplace

Support Staff

- Provide professional quality customer service to students and staff
- Direct students and staff to appropriate resources
- Support and assist students in their learning and career goals
- Promote services that enhance student success

Faculty

- To be positive, enthusiastic, patient and flexible
- To be in the class early and prepared to begin on time
- To keep current in academic and professional knowledge
- To be prepared for activities, exercises and demonstrations
- To be available and show willingness to help students
- To ensure that all students get equal assistance and time
- To perform evaluations according to established criteria and within a reasonable time frame
- To return and take up any assigned homework, assignments, tests and projects promptly
- To identify students requiring remedial assistance, and to direct those students to the appropriate services
- To write constructive and helpful statements when evaluating student assignments
- To use a variety of teaching, questioning, and assessment techniques
- To motivate and engage learners in active and collaborative learning
- To encourage student participation and feedback wherever possible
- To effectively use learning technology
- To outline professional responsibilities, career alternatives, and avenues for further education following graduation
- To provide a course outline to each student at the beginning of the course, to review the outline with the students, and to adhere to the outline
- To adhere to Durham College policies, procedures and guidelines
- To place the safety and well being of the student above all other objectives, including fulfilling education obligations

Students

- To be prepared for class and professional practice activities. This will include reading appropriate textbook assignments prior to class and completing any homework assignments
- To be in class and arrive on time
- To participate in class activities
- To demonstrate respect for all persons and the learning environment
- To be trustworthy, honest, and accountable for own behaviour
- To complete tests, assignments and evaluations as required, striving for excellence
- To demonstrate effective communication skills
- To understand all course requirements and to follow them
- To seek assistance immediately if unable to follow the subject requirements for any reason
- To read and adhere to Durham College policies, procedures and guidelines

Administration

- Meet or exceed standards of excellence
- Manage budgets and resources
- Support students and staff in meeting their responsibilities
- Support/direct approved operational procedures
- Communicate relevant information in a timely fashion
- Be current in their field of leadership in a college environment

Important Dates 2011 – 2012

Please note the dates of your semester examinations. **Please ensure that you do not schedule vacation or employment during these times.**

FALL 2011 SEMESTER

July 4, 2011	Fees due date for first year students
July 12, 2011	Web registration - for 2 nd year students who have paid for fall semester - begins.
July 13, 2011	Web registration - for 3 rd year students who have paid for fall semester - begins.
July 19, 2011	Web registration - for 1 st year students who have paid for fall semester - begins.
July 20, 2011	Fees due date for returning students.
August 1, 2011	Civic holiday (no classes).
TBA	Registration for part-time Oshawa campus students begins and window opens for timetable changes.
August 29, 2011	Apprenticeship Classes begin.
September 5, 2011	Labour Day (no classes).
September 6, 2011	Orientation for first-year students.
September 7, 2011	Classes begin for most programs.
September 13, 2011	Last day for late program registration. Last day for fall semester course or program changes.
September 20, 2011	Last day for full-time students to withdraw with a refund of fees paid, less a \$100 administration fee. ^{1,2} Last day for refund eligibility when dropping to part-time. Last day for part-time students to withdraw with tuition fee refund less an administration fee. ^{1,2} Last day to submit a Prior Learning Assessment and Recognition (PLAR) request for fall semester subjects.
September 30, 2011	Student Health Insurance Plan "Opt-out" deadline.
October 3, 2011	Due date for 2 nd instalment of Fall fees.
October 4, 2011	Last day for application for fall semester subject exemption/credit. Last day for withdrawal from a fall semester subject with no academic record. Subjects dropped after this date, will be recorded on the academic transcript with a "W" to indicate withdrawal. ^{1,2}
October 10, 2011	Thanksgiving (no classes).
October 20, 2011	Fall Convocation (to be confirmed)
October 26, 2011	Deadline for submission of adjusted marks to clear INC grades from Summer 2011. INC grades after this date will revert to a fail.

November 16, 2011	Winter 2012 semester fees due date.
November 17, 2011	Scholarship Ceremony
November 14, 2011	Last day to withdraw from a fall semester subject. After this date, all subjects will be graded and recorded on the student's transcript. ^{1, 2}
December 9, 2011	Last day of classes for most programs.
December 12 to 16, 2011	Fall semester final examinations/evaluation(s) for postsecondary students. Students are reminded not to schedule vacation or employment hours during these times. January 4 and 5, 2012 scheduled as tentative snow dates for the Oshawa campus.
December 22, 2011	Grades are available to view electronically as of 4 p.m. Note: official distribution date for the purpose of academic appeals is January 4, 2012.
TBA	Full-time students may process timetable changes for the winter semester through MyCampus as of 4 p.m.
December 24, 2011 – January 1, 2012 inclusive	Campus closed for the holiday season.

WINTER 2012 SEMESTER – JANUARY START

November 21, 2011	Web registration for Fall start 1 st year students for winter 2012 semester courses begins.
November 28, 2011	Web registration for 2 nd and 3 rd year students for winter 2012 semester courses begins.
December 5, 2011	Web registration for January start students begins.
December 7, 2011	Winter 2012 semester fees due date.
TBA	Registration for Oshawa campus part-time students begins.
January 2, 2012	Apprenticeship Classes begin
January 4, 2012	Classes begin for most programs. Official grade distribution date for the purpose of Academic Appeals.
January 10, 2012	Last day for late program registration. Last day for winter semester course or program changes.
January 10, 12 and 14, 2012	Dates for missed exams from Fall Semester 2011
January 17, 2012	Last day for full-time students, who started their program in September 2011, to withdraw with a refund of <u>winter tuition fees</u> . ^{1, 2} Ancillary fees and school supply fees are not refundable. Last day for full-time students, who started their program in January 2012 to withdraw with a refund of fees paid less a \$100 administration fee. ^{1, 2} Last day for refund eligibility when dropping to part-time. Last day to withdraw from part-time studies with tuition fee refund less an administration fee per subject.

	Last day to submit a Prior Learning Assessment and Recognition (PLAR) request for winter semester subjects.
January 31, 2012	January start students only: Student Health Insurance Plan “Opt-out” deadline.
January 30 to Feb 3, 2012	Winter Break week for Electrical Block Intermediate & Advanced apprenticeship students only.
January 31, 2012	Last day for application for winter semester subject exemption/credit. Last day to withdraw from a January start subject with no academic record. Subjects dropped after this date, will be recorded on the academic transcript with a “W” to indicate withdrawal. ^{1, 2}
February 8, 2012	Due date for 2 nd instalment of Winter fees.
February 17, 2012	T2202As available online via MyCampus as of 4 p.m.
February 20, 2012	Family Day (no classes).
February 20 to 24	Winter Break week; no classes with the exception of Apprenticeship and February-start students.
February 27 to March 2	Winter Break week for Apprenticeship students with the exception of Electrical Block Intermediate and Advanced students.
March 7, 2012	Deadline for submission of adjusted marks to clear INC grades from Fall 2011. INC grades after this date will revert to a fail.
March 12 to 16, 2012	Winter Break week for most OYAP apprentices (except OYAP hairstylists; please see your school office).
March 19, 2012	Last day to withdraw from a January-start subject. After this date, all subjects will be graded and recorded on the student’s transcript. ^{1, 2}
April 6 2012	Good Friday (no classes).
April 10, 2012	Last day to apply to graduate – courses ending April 2012.
April 13, 2012	Last day of classes for most January-start programs.
April 16 to 20	Winter semester (January start) final examinations/ evaluation(s); students are reminded not to schedule vacation or employment hours during these times.
April 27, 2012	Grades are available to view electronically as of 4 p.m. Official distribution date for the purpose of academic appeals.
May 8, 10, and 12, 2012	Dates for Missed Exams from Winter Semester 2012.
June 21 & 22, 2012	Convocation (Time and location TBA)

WINTER 2012 SEMESTER – FEBRUARY START

December 7, 2011	Winter 2012 – February-start - semester fees due date. Web registration for February-start students begins.
January 30, 2012	February-start classes begin.
TBA	Registration for Oshawa campus part-time students begins.

February 3, 2012	Last day for February-start late program registration. Last day for February-start course or program changes.
February 10, 2012	Last day for full-time students, who started their programs in February 2012 to withdraw with a refund of fees paid less a \$100 administration fee. ^{1,2} Last day for refund eligibility when dropping to part-time for February start only. Last day for February-start students to submit a Prior Learning Assessment and Recognition (PLAR) request for winter semester subjects.
February 20, 2012	Family Day (no classes).
February 29, 2012	February-start students only: Student Health Insurance Plan “Opt-out” deadline.
February 24, 2012	Last day for application for semester subject exemption/ credit. Last day to withdraw from a February-start subject with no academic record. Subjects dropped after this date, will be recorded on the academic transcript with a “W” to indicate withdrawal. ^{1,2}
March 7, 2012	Due date for 2 nd installment of Winter fees – February-start students only. Deadline for submission of adjusted marks to clear INC grades from Fall 2011. INC grades after this date will revert to a fail.
April 6, 2012	Good Friday (no classes)
April 9, 2012	Last day to withdraw from a February start subject with no academic penalty. After this date, all subjects will be graded and recorded on the student’s transcript. ^{1,2}
May 4, 2012	Last day of classes for most February start programs.
May 10, 2012	Grades are available to view electronically as of 4 p.m. Official distribution date for the purpose of academic appeals.
June 21 & 22, 2012	Convocation (Time and location TBA)

SPRING 2012 SEMESTER

March 7, 2012	Spring 2012 semester fees due date.
April 10, 2012	Web registration for Spring/Summer programs begin.
May 7, 2012	Most Spring classes begin.
TBA	Registration for Oshawa campus part-time students begins.
May 11, 2012	Last day for late program registration. Last day for most spring semester course or program changes.
May 18, 2012	Last day for full-time students, who started their programs in Spring semester to withdraw with a refund of fees paid less a \$100 administration fee. ^{1,2}

	Last day to submit a Prior Learning Assessment and Recognition (PLAR) request for most spring semester subjects.
	Last day to withdraw from most spring semester subjects with no academic record. Subjects dropped after this date, will be recorded on the academic transcript with a "W" to indicate withdrawal. ^{1,2}
	Last day for application for spring semester subject exemption/credit.
May 21, 2012	Victoria Day (no classes).
May 31, 2012	Student Health Insurance Plan "Opt-out" deadline.
June 8, 2012	Last day to withdraw from most spring semester subjects. After this date, all subjects will be graded and recorded on the student's transcript. ^{1,2}
June 22, 2012	Last day of classes for most Spring-start programs.
June 29, 2012	Deadline for submission of adjusted marks to clear INC grades from January start Winter 2011 semester. INC grades after this date will revert to a fail.
June 28, 2012	Spring semester grades are available to view electronically as of 4 p.m. Official distribution date for the purpose of academic appeals.

SUMMER 2012 SEMESTER

April 10, 2012	Web registration for Spring/Summer programs begins.
May 2, 2012	Summer 2012 semester fees due date.
July 2, 2012	Canada Day (no classes).
July 3, 2012	Summer classes begin.
July 9, 2012	Last day for late program registration.
	Last day for most summer semester course or program changes.
July 16, 2012	Last day for full-time students, who started their programs in Summer semester to withdraw with a refund of fees paid less a \$100 administration fee. ^{1,2}
	Last day to submit a Prior Learning Assessment and Recognition (PLAR) request for most summer semester subjects.
	Last day to withdraw from most summer semester subjects with no academic record. Subjects dropped after this date, will be recorded on the academic transcript with a "W" to indicate withdrawal. ^{1,2}
	Last day for application for summer semester subject exemption/credit.
August 3, 2012	Last day to withdraw from most summer semester subjects. After this date, all subjects will be graded and recorded on the student's transcript. ^{1,2}
August 6, 2012	Civic Holiday (no classes).
August 17, 2012	Last day of classes for most Summer start programs.

August 23, 2012

Grades are available to view electronically as of 4 p.m. Official distribution date for the purpose of academic appeals.

October, 2012

Convocation (Time and location TBA)

NOTES:

1. Official Withdrawal forms must be completed by the student and submitted to the Office of the Registrar.
2. The administration fee for international students will vary.

These dates represent the best information at time of publication. The College reserves the right to make changes subject to amendments to existing legislation, Collective Agreements, or as required by the College. Dates may vary slightly from program to program.

PROGRAM INFORMATION

Advertising Program

Advertising touches each of us daily. The Advertising industry is dynamic and constantly evolving, especially in an era with increasing consumer control. We are in a consumer-centric digital age where traditional approaches to marketing are less effective as advertisers seek more innovative ways to connect to their consumers.

The Advertising industry is broad and diverse in scope. It involves many different areas in which to specialize requiring professionals with varying backgrounds and talents to make it work. Creativity, initiative, discipline, and strong communication skills are valuable assets prospective students must possess.

The curriculum of the 3-year Advertising program is designed to provide students with the necessary knowledge and skills to fill positions in an Account Service/Sales, Media Planning/Buying, or Creative Production capacity. Students in the program become familiar with the workings of traditional and emerging media including Broadcast (TV and Radio), Print (Newspaper, Magazine, Out of Home) and Digital (Online, Social and Mobile Media). Students will learn how to develop effective strategies to solve Marketing/Communication challenges while developing and defending advertising recommendations for specific brands. Students also receive training in the creation of advertisements to meet specific objectives (*they will produce print ads, script for TV and Radio, and write for and develop online formats*).

A unique feature of the program is the opportunity for students to manage and service accounts for the school's award-winning newspaper, The DC/UOIT Chronicle. Students gain experience providing customer service to actual paying clients while producing ads to engage the campus community and improve business.

Students complete the program with a full-semester field placement, acquiring experience in the, day-to-day activities of professional advertising. Opportunities for graduates can be found in both the business side of advertising (strategic planning, media planning and buying, sales promotion, etc.) and the creative side (concept development including copywriting and production and design).

First Year (Semesters 1 & 2)

The first two semesters of the program are geared towards introducing the student to the fundamentals.

Overview of the Advertising Industry

- The key course in first semester is "Introduction to Advertising". This course addresses how the industry operates, who the key players are, and how they work together to deliver effective communication plans/campaigns.

Conceptualization of Advertising Ideas

- The courses in this area include "Design Theory and Applications"(basic layout and design), "Photography", "Creative Techniques" (idea generation and copywriting) and "Electronic Layout Design" (computer based graphics).

Communications

- The key courses are "Sales Techniques" for verbal presentation skills, and "Writing" to enhance written communications skills. In addition, there are supplementary courses to

broaden student understanding of consumers. Also, there will be introductory level computer courses for the Mac environment.

Second Year (Semesters 3 & 4)

Application of Knowledge and Honing Skills

The second year of the advertising program places emphasis on the application of skills learned in a print and digital oriented environment.

The core advertising courses include “Media Planning”, “Promotions”, and courses revolving around the campus publication, “The Chronicle”. Students take on the roles of both Sales Rep and Production Artist for the paper. They will gain experience selling and designing ads. There are a number of specialty computer courses utilizing the latest Adobe Creative Suite Software: including Illustrator, Photoshop, and In-Design. The skills acquired in these courses will be used in the production of ads and promotional material.

Third Year (Semesters 5 & 6)

Field Placement Preparation and Execution

The fifth semester is geared towards broadening the students’ knowledge and experience in preparation for field placement. Students will receive training in how to prepare and be successful in an interview. They will develop a professional resume package, which will include a portfolio showcasing all key work developed from the program. There are courses involving ad creation in the electronic field (TV, Radio, Online), and in the designing and execution of an alumni magazine. The sixth semester is entirely devoted to securing and completing a field placement in the advertising industry.

WHAT YOU WILL LEARN

The program is designed to provide you with knowledge and experience in the development, execution, and analysis of effective advertising materials.

Areas of Knowledge

Advertising Industry

- Students will gain an understanding of the advertising industry, its structure, compensation system, and major components. The students will examine the major players in the advertising game (advertising agencies, the media, government, advertisers, production), how they interact and how they function.

Marketing

- As advertising is really a part of marketing, students will take courses in marketing and will be exposed to the basics of marketing, especially as they apply to advertising.

Media

- A fundamental knowledge of the major media (TV, Radio, Print, Digital) is necessary to understand the advertising business. Students will gain exposure to how advertising is planned, purchased, and its impact measured.

Promotions

- As increasingly more advertisers are spending their funds in promotion as well as advertising, students will learn the basics of promotion. This includes how to conceptualize, plan and implement promotions.

Sales Techniques

- Students will be trained in salesmanship and in making presentations. The purpose is to give students exposure to making good oral presentations, an important aspect of any communications course.

Creative Applications

- Students will be trained in the conceptualization and execution of ads (primarily print). They will be taken through the steps in ad creation, from generating an idea to layout and final production.

Skills Acquired and Honed

From this array of courses the students should acquire or improve his/her skills in the following key areas.

Verbal Communication

- Experience will be gained in-class preparing and presenting material but also externally as students practice selling techniques as they deal with prospects and clients for the campus newspaper.

Written Communication

- Students will learn how to organize and present material utilizing some of the more common formats used in the advertising industry. These formats includes such things as: Contact Reports, Communication/Media Plans, and Scripts/Storyboards

Problem Solving

- Most of the second year is devoted to practical application of course material. In the learning environment, students will be applying their knowledge of basic strategies and techniques to be used in the selling, planning, and creation of advertising materials to meet specific advertising objectives (e.g. solving problems and creating opportunities).
- Students will gain experience in conceptualizing, designing and producing ads for print and electronic media. You will learn ad layout techniques and ad composition.

Computer Skills

- Students will receive basic training in photography and print production. They will have the opportunity to strengthen their computer skills using Excel and PowerPoint while learning more advanced creative applications such as Adobe Illustrator, Photoshop, InDesign, and Flash.

PROGRAM LEARNING OUTCOMES

1. Determine and analyze clients' marketing communications' needs by applying principles of marketing
2. Perform a market segmentation analysis to determine and analyze the organization's target market/audience and the consumer behaviour (psychographics) of each segment
3. Develop, persuasively present and defend an integrated marketing communications' plan
4. Evaluate the effectiveness of a marketing communications' initiative
5. Develop marketing communications' material in compliance with current Canadian legislation, industry standards and business practices
6. Develop creative solutions to address marketing communications' challenges
7. Plan, implement, monitor and evaluate projects by applying project management principles
8. Complete all work in a professional and ethical manner

THE CHRONICLE

The Chronicle serves as a main source of communication for the campus community and is published weekly during the academic year. The main purpose of the campus paper is to provide practical training for both Advertising and Journalism students. The students gain some experience in publishing as they learn to coordinate the functions of three separate groups understanding the cause and effect relationship between each: the functions are Advertising Sales, Creative Production, and Journalism (Editorial).

As with all successful community newspapers, The Chronicle depends on co-operation from a wide variety of people. Students in the Advertising program are responsible for selling the media and producing the ads for the newspaper. In research for the news content, Journalism students interview a wide variety of people throughout the campus community. The Chronicle staff reporters have always enjoyed co-operation from all news sources. But this is possible only through continued vigilance for accuracy and fairness - the two hallmarks of responsible and professional journalism.

The Chronicle has been published each academic year since September 1973. In its editorial stance - generally, the views expressed on the editorial page - it is pro Durham College. This does not mean that The Chronicle is a public relations vehicle for the college. If unfortunate news happens at the college - and it does, just as in every place where people congregate in numbers - the Chronicle will report that news fairly and accurately in a professional manner.

Consistently over the years, The Chronicle has proven itself to be one of the best college newspapers in Ontario. Each year, the Ontario Community Newspaper Association, which is the umbrella organization for 400 community papers across the province, hold awards competitions. A few of The Chronicle awards include:

Chronicle Awards

1984: General Excellence, advertising: **first** place.
1986: General Excellence, advertising: **second** place.
1986: General Excellence, editorial: **first** place.
1986: Special Awards, Best Front Page.
1987: General Excellence, advertising, **first** place.
1987: General Excellence, editorial, **third** place.
1988: General Excellence, editorial, **third** place.
1988: Special Awards, best advertising.
1989: General Excellence, advertising, **second** place.
1990: General Excellence, advertising, **first** place
1991: General Excellence, advertising, **third** place.
1992: General Excellence, advertising, **first** place.
1993: General Excellence, advertising, **third** place.
1993: General Excellence, editorial, **second** place.
1994: General Excellence, advertising, **second** place.
1995: General Excellence, advertising & editorial, **second** place
1998: General Excellence, advertising & editorial, **second** place
1998: Student Writing, **first** place
1999: General Excellence, advertising & editorial, **second** place
2000: General Excellence, advertising & editorial, **third** place
2000: Student Writing, **second** place
2001: General Excellence, advertising & editorial, **first** place.
2001: Student Writing, **second** place
2002: General Excellence, **first** place
2003: General Excellence, advertising & editorial, **first** place.
2004: Student Photography, **third** place
2004: General Excellence, **third** place
2007: General Excellence, **second** place.
2009: General Excellence, **first** place; Student Writing, **second** place
2010: General Excellence, **second** place

The 1993, 1995, 2003, 2004, 2005 and 2006 Chronicle also received special awards from the Ontario Colleges Athletic Association for excellence in sports coverage.

Course Outlines

For each course, a Course Outline that describes course learning outcomes, course content, learning activities, evaluation methods, timelines and support resources is available online.

This is a binding document. Any changes will be agreed upon by students and the professor and requires approval from the Dean of the School. For further details, please refer to the Course Outlines Policy and Procedure documents (<http://www.durhamcollege.ca/academicpolicies>). Course outlines are important documents. Please refer to them during the semester and keep them safely afterward. For students who go on to other post secondary institutions or post diploma programs, these will be essential documents.

Please note that students are expected to download copies of their course outlines from MyCampus prior to the **first** class in each course. Instructions for downloading are located on MyCampus at www.durhamcollege.ca/mycampus.

General Education

General education courses strengthen students' skills in areas such as critical analysis, problem solving and communication in the context of an exploration of topics with broad-based personal and/or societal importance. Normally, programs of instruction leading to either an Ontario College Diploma or an Ontario College Advanced Diploma include three general education courses. Such courses are identified on the program of study using the designation of "G". General Education courses are typically a combination of mandatory and elective courses.

According to Durham College Academic Policy ACAD-103 and as a requirement for graduation, every Durham College student in a two or a three-year diploma program must have successfully completed a minimum of three General Education courses from at least **two different** General Education themes as follows:

- GNE1 1100 – Personal Understanding
- GNE1 1200 – Arts and Society
- GNE1 1300 – Civic Life
- GNE1 1400 – Social and Cultural Understanding
- GNE1 1500 – Science and Technology

DURHAM COLLEGE ACADEMIC POLICIES & PROCEDURES

To view the Durham College Academic Policies & Procedures, please go to www.durhamcollege.ca/academicpolicies

PROGRAM SPECIFIC ACADEMIC POLICIES & PROCEDURES

Attendance

The single best indicator of success in the Advertising program is attendance. In most subjects, final grades depend heavily on projects completed during the year. Obviously, the student who has attended every class will be in a better position for earning high marks than a student who has missed many classes.

The programs prepare students for success in the deadline - oriented world of advertising. Your employer would expect you to be on the job every day – or if you can't, to have the courtesy to let someone know. If you cannot attend a class, phone in ahead of time.

The faculty are dedicated to helping you succeed and will be on the lookout for any student who exhibits signs of attendance problems. The faculty will then aim at providing help to you to overcome the underlying difficulties.

Laptop Procedures

To support a positive and professional learning environment, students are expected to refrain from activities not related to classroom learning. When using their laptops, students are to exercise courtesy and respect, and limit the use of the laptops to activities that support their academic studies. Students are discouraged from surfing the net and accessing online material such as games when not related to classroom learning. They are also discouraged from using earphones, except for auditory learning experiences. Students are expected to have valid licenses for personal use of software in Durham College classrooms in accordance with Mobile Computing Policies #1 and 6.

Faculty has the right to ask students to refrain from the use of laptops when activities are not conducive to classroom learning. Students may be asked to leave the classroom if they do not comply with these policies. In the case where faculty may use a non-laptop teaching method, students are expected to comply with the faculty's request not to use the laptop.

POLICIES FOR THE SCHOOL OF MEDIA, ART & DESIGN

Communications

- Pursuant to the Freedom of Information & Protection of Privacy Act, the divisional office **will not** release any personal information regarding a student. This includes academic standing, personal data, timetable information, etc. Information will not be released to any relative including spouse, mother or father. If a student wishes to include parents in any conversations, a Freedom of Information Release form must be completed prior to the meeting.
- Students are responsible for regularly checking their MYCAMPUS email and WebCT for messages from professors.
- Students should regularly check the school website <http://mad.durhamcollege.ca> for up-to-date information and should check daily for a listing of absent faculty.
- If the student has a concern with a particular course, the student should speak directly to the professor. If the matter cannot be resolved, students may make an appointment with the Student Liaison (Kerry Doyle Brownell) and may be referred to the Dean.
- Staff in the School of Media, Art & Design may be contacted in three ways: by telephone (905-721-2000), by email, or by appointment. Check with professors on their preferred contact method.

Timetables

- Timetables are available online through our intranet – MYCAMPUS. You can view and/or print your timetable from any computer with Internet access. If you require assistance, please contact the Help Desk: 905-721-2000 x 3333.

Disclaimer

- Because of the ongoing need to improve our curriculum, there may be some changes in courses offered. If this occurs, we will notify those affected.

Labs

- Computer labs are reserved for coursework. Games are not permitted. No adult materials should be displayed at any time and no MSN or other chat rooms are permitted.
- Photography labs are reserved for registered students only. Safety procedures must be followed at all times. Students are responsible for tidying their own work area after use.
- Program specific labs are used for classes and program activities. Students who wish to use these labs during scheduled classes must do so with minimum disruption to the class and approval from the professor.

Graduation Requirements

- Students must have a cumulative G.P.A. of 2.0 or higher to be eligible for graduation. In addition, a student must have successfully completed all required courses.
- A student who has a G.P.A. of less than 2.0 should contact the school office to arrange for academic counseling. Please refer to the Grading System section of the Student Handbook for more information.
- At least 25% of the completed program subjects and/or weighted credit hours must be completed at Durham College to be eligible for a Durham College diploma.

Final Marks

- Faculty members or office staff will not release final marks. Grades will be posted on MYCAMPUS.

Student Work

- Faculty will return student work directly to the student normally within a scheduled class hour.
- Students must hand in work following submission directions from the professor. It is the student's responsibility to submit work to the professor before the due time and date. Unless informed otherwise all work is due at the beginning of the class. The media, art & design industry is deadline oriented; therefore students must learn excellent time-management skills. All late submissions will attract a penalty deduction or may not be accepted. Check your subject outline for specific penalties assigned to each course.
- Under no circumstances is work accepted at the Administration office.
- All submissions must meet specified guidelines as detailed by the professor.
- In-class assignments cannot be made up.
- Students should keep back-up copies of all assignments in case the original is lost.
- Assignments submitted electronically must be in the format designated by the professor. Attachments that will not open are the responsibility of the student and subject to late or non-submission penalties.
- Medical documentation or other documentation will be required in cases of missed assignments and tests.

Attendance

- Class attendance and participation will enhance your opportunities for success.
- If a student is absent for three classes the professor will contact the administration office and the student will be contacted.
- Any student who misses six or more classes in a subject may be asked to withdraw from that subject and will be ineligible for any make-up assignments/tests.

Tests

- All tests must be written as scheduled.
- Students who arrive late for a test will not be allowed to write the test and will not receive a make-up opportunity.
- If the student expects to miss a test, they must contact the professor before the test begins.
- Medical documentation or other documentation will be required in cases of missed tests.

Academic Integrity

Academic integrity refers to the pursuit of scholarly activity in an open, honest and responsible manner. Acts that undermine academic integrity, such as plagiarism, cheating and misrepresentation of work, contradict Durham College's core values.

To ensure the highest academic standards, students are accountable for the work they produce, and student work must be the product of his or her efforts. Durham College has purchased a license with Turnitin.com, an online service to detect unoriginal work and citation errors. The Academic Integrity Policy and Procedure documents (<http://www.durhamcollege.ca/academicpolicies>) provide a comprehensive explanation of Durham College's expectations regarding academic integrity.

Requirements For Promotion

Evaluation and Promotion

Academic courses are evaluated using a variety of methods such as tests, essays, labs, written or verbal assignments, in-process activities, group work and/or final examinations. The evaluation criteria for each course are noted in its course outline. Students are advised to familiarize themselves with these criteria early in the semester. Please refer to the Grading and Promotion Policy and Procedures documents (<http://www.durhamcollege.ca/academicpolicies>) for a complete overview of grading and promotion practices.

Academic Probation

Students who are not progressing satisfactorily according to criteria published in their respective program guides may be placed on academic probation, at the discretion of the school Dean or designate. Such students may be allowed to continue their studies on a Letter of Permission (an academic student contract) which will specify conditions which must be met to continue in their programs. Students who do not meet the conditions of their academic probation may be required to withdraw from full-time studies.

Aegrotat

Aegrotat refers to a 'compassionate pass' in a course in which, due to **emergency circumstances** related to health and wellness, a student was unable to complete all of the evaluation requirements. Emergency circumstances that may warrant the designation of an Aegrotat include, but are not limited to: injury, illness and/or bereavement. Documentation supporting the request for an Aegrotat designation may be required.

The awarding of an Aegrotat credit is noted in a student's transcript as AEG and is therefore not included in the calculation of a student's grade point average. A student shall receive Aegrotat standing only once in a five year period.

Further information about Aegrotat standing can be found in the Aegrotat Policy and Procedure documents (<http://www.durhamcollege.ca/academicpolicies>).

Missed Final Examinations

A final examination is a discretely designed assessment administered in Week 15 of a 14 week semester. Students who, as a result of **non-emergency circumstances**, miss one or more final examinations during a single examination period may be eligible to apply to defer/reschedule the writing of these assessments.

To be eligible, students must have no less than a cumulative 1.5 GPA, apply for consideration using the appropriate forms and pay a fee. This privilege can only be used by a student once in a five-year period. External accreditation requirements, the availability of appropriate examination facilities and other constraints necessitate that not all courses will be eligible.

For more details, students should speak with their Student Liaisons or review the Missed Final Examination Policy and Procedure documents (<http://www.durhamcollege.ca/academicpolicies>).

FIELD PLACEMENT

Third year Advertising students will be placed in the business sector for job experience. This component starts in the second half of the 6th semester. Students must fulfill a minimum of 7 weeks in the field in order to graduate (from March – mid April).

At this point, students will be given the opportunity to put into practice the knowledge and skills learned and developed over the course of the program.

As well as gaining practical work experience, students are provided the opportunity to observe the day-to-day operations of the industry as a member of the profession. Students should be prepared for extra job- related expenses associated with travel, meals, clothing, and similar expenses. In some cases, the larger participating organizations often compensate students for their incidental expenses.

Summary

- Fieldwork is a separate subject, completion of which is necessary to qualify for a diploma
- Placement workshops will commence in September to prepare students for the particular placement
- Placement will last for a minimum of 7 weeks
- Each student is responsible for arranging placement under the guidance of the Field Placement Supervisor/s

A student must have successfully completed all courses in semesters one – six prior to placement. A cumulative Grade Point Average of 2.0 at the end of semester five is required to qualify for placement. Refer to your Field Placement subject outline for more information.

Field Placement Students – please note the following:

Transportation – it is the student's responsibility to find and pay for transportation to and from placement

How to call in sick, etc. – if you are unable to attend work due to an emergency or illness, please contact your Supervisor at your place of work and also **Dawn Salter** your Field Placement Supervisor (905-721-2000, Ext. 6525).

Dress code – professional business attire is required.

Who supervises the student while on placement – The Placement Supervisor at the participating organization

Who completes the evaluation – The Placement Supervisor

If a student has an issue while on placement; whom do they call at the college – Field Placement Supervisor – Dawn Salter

MAD RESOURCES for Students

There are some great shared resources available to students enrolled in the School of Media, Art & Design. To assist in the access and appropriate use of these resources, MAD has friendly, expert staff available to help students with equipment sign-out, technical issues, and colour printing.

Meet the staff:

Jim Ferr.....Technical Coordinator/ Support for Mac labs and MAD servers
Darren Fisher.....Technical Support for Mac labs & audio labs
Oliver Fernandez.....Technical support for media loans, photography & video labs
Megan Pickell.....Media Loans Support

Our support staff can be found in the Tech Office (C225) or in Media Loans (L120).

Equipment Sign-Out – Room L120

To support student assignments an equipment sign-out service is provided. To borrow equipment the student must sign the agreement (or have a parent or guardian sign if under 18) and present a valid student ID card which is scanned along with the ID tag on the piece of equipment being borrowed.

Equipment available for sign-out includes: digital SLR cameras, tripods, flashes, lenses, digital video cameras, graphic tablets, microphones, and more. For further details please visit room L120.

Due Dates

Because this equipment is a resource shared by students in multiple programs and classes, reasonable return dates for equipment have been established. Each student must abide by the rules in the borrower agreement and will be responsible for College equipment in their possession. Failure to return equipment by the due date and time will result in a progressive restriction of borrowing privileges. For details on current policies, please visit the School website – Technical Support page.

Sign-Out Procedure

Media Loans Office hours of operation are posted outside room L120. Students are required to present a valid student card to borrow equipment. Equipment cannot be signed out without a student card. To replace a missing student card, please visit Student Services.

Lost or Damaged Equipment

Lost or damaged equipment should be reported to the Media Loans staff immediately. If equipment cannot be returned by its due date please e-mail Jim (jim.ferr@durhamcollege.ca) or call the divisional office at (905) 721-3067 to avoid restrictions on your borrowing privileges.

Colour Printing – Room L120

Colour printing is available during hours posted on the door of L120. The procedure for obtaining colour prints is as follows:

- Colour prints are purchased (minimum quantity of 5) from the Accounting cashiers in the Student Services Building. Pricing information is available in room L120.
- Once payment has been made the student must present the payment receipt in room L120 where the number of prints purchased will be recorded in a database.
- Files to be printed can be sent to the colour printer from any computer on the network. Once a file has been sent to the printer, the student must visit L120 and present a valid student card to release the print. Staff will record each print to update the database and keep track of the number of remaining prints.
- Additional prints can be purchased from Accounting as required. Please note that Accounting normally closes at 4:30 PM.

The MAD colour printer supports letter, tabloid and 12 x 18-inch sizes — paper is supplied. Please see our support staff in room L120 for further details.

Macintosh Desktop Labs

Our support staff are expert in the setup, operation and maintenance of Macintosh desktop labs L101, L108, L127, B111; and running Apple's OS X 10.6.x "Snow Leopard" operating system including all Adobe software. Our goal in selecting the operating system and applications we install is to ensure maximum stability and functionality. If you have questions about specific software versions, please see our support staff.

Lab Access

Our computers are in high demand, but MAD students have reasonable access to the desktop labs. Please be courteous to other lab users. Students who need access to a lab when a class is in progress must seek approval from the professor in the lab. Students who are given guest access must respect the wishes of the professor. Lab access policies also apply in the evening when Continuous Learning may have scheduled classes. Specific hours and policies for access are subject to change. Please check with your professor, the technical staff in room L120 and look for details posted in the labs.

Desktop Login Procedure

Students should use their student ID and network password to login to our desktop systems. It is the student's responsibility to change their account password in order to protect their data. This will prevent the potential loss or theft of data.

Password and account issues and questions are answered by the ITS Service Desk in the Learning Commons, room SW100.

Backing Up Your Data

Students are responsible for their own data and backups. Complete details about the College's information systems policies can be found in the student handbook. If your data is worth creating, it is worth having a backup copy. Students are encouraged to use their individual student folders on the "H Drive" to store files temporarily. Important data should be backed up to removable media, such as USB Flash "sticks", an external hard disk, CD-R, DVD-R and so on. There are machines in each lab capable of burning compact discs or DVD media. Check with our support staff or your professor for assistance. We are always happy to help students with backup needs.

Laptops in Desktop Labs

Students are discouraged from bringing laptops into desktop labs because there are no Ethernet ports available for their connection to the network and limited wireless coverage where computer labs are located. *Please do not disconnect any cables from the desktop systems in order to use a laptop.* Rooms L126, L123, L220, L208, the Learning Commons and various common areas are available for laptop users. Students who need assistance transferring data from laptop to desktop or vice versa should seek our help in L120.

No Food or Drink, Please

No food or drink is permitted in the Macintosh desktop labs. As a courtesy to your support staff and fellow students, *please* eat or drink in the common areas such as the cafeteria rather than bringing food and drink into a Mac lab. Every year keyboards and sometimes computers are damaged due to spills. In addition, food odours may disturb other lab users. Please treat the labs and other lab users with respect.

USB Data Sticks and Other Peripherals

Please note that there have been many problems with USB data "jump drives" or similar devices resulting in the loss of important data, for example a drive formatted for Windows may not handle files larger than 2 GB. Limited support is provided for these and other peripherals such as external hard drives. Please do not trust valuable data to these devices without a current backup. If you have questions or concerns, please see our support staff.

Audio Suite

Students enrolled in Media, Art & Design programs have access to an audio suite used for creating voiceovers and editing sound. The audio suite is located under the C-Wing lecture hall in room C113A. Students need to follow the booking procedure posted on the door. Please contact the staff in L120 if you have questions or need support.

Our Door Is Open

Our support staff are here to help. Please feel free to approach us with your questions and concerns. We're here to ensure your success as a Media, Art & Design student.

ACADEMIC ADVISING - STUDENT LIAISON

Durham College is committed to the success of every student during their educational experience. There are many resources available to support students on this journey. Academic Advising is a comprehensive service that is aimed towards meeting students' needs, increasing student satisfaction, improving retention and enhancing the quality of academic life. Each school has a **Student Liaison** to facilitate academic success. These representatives can assist students to:

- identify career goals and make sound academic decisions
- develop academic plans to promote success in the event of failed subjects or low grade point average (GPA);
- make decisions regarding full-time/part-time studies;
- review graduation requirements;
- set up academic plans with individual students upon request;
- find equivalent credits;
- transfer to another program;
- select electives and options; and
- access other college services to support student success.

While drop-ins may be possible for specific answers to short-term questions about courses, schedules, and procedures, it is advisable for students to set up one on one appointments with their Student Liaison. Appointments may be made in person or by phone. Please visit your School office for further information.

Your Student Liaison is:

Name: **Kerry Doyle-Brownell**
Office #: C237
E-mail address: kerry.doyle-brownell@durhamcollege.ca
Telephone: 905-721-2000 Ext. 2474

Appointment time available: Monday to Friday – 8:30 a.m. – 4:30 p.m. (excluding 12:00 p.m. to 1:30 p.m.)

For answers to frequently asked questions and links to other appropriate sites, please go to the following web site: www.durhamcollege.ca/faq.

CENTRE FOR STUDENTS WITH DISABILITIES

E-mail: disabilities@durhamcollege.ca

About the CSD

The Centre for Students with Disabilities (CSD) at Durham College provides services to students who are blind or have low vision, who are deaf or hard of hearing and those with physical, medical, psychiatric and learning disabilities. These services are designed in accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act by ensuring that students with disabilities have equal access to all aspects of the academic environment. Our services are confidential.

Registering for Accommodations

Accommodations are organized in co-operation with the student and as required, with the faculty on an individual basis. They are based on review of the medical or psycho-educational documentation completed by the appropriate medical

professional or psychologist familiar with the student's particular diagnosis. The student is responsible for self identifying and submitting documentation of a permanent or temporary disability to the CSD in SW116. The documentation should outline the current impact of the disability. Assistance in obtaining the appropriate documentation may be available.

Accommodations may include extra time and/or technology supports for tests and exams, assistance obtaining records of class lecture material, reduced course load, material in alternate format, assistive technology assessment and training and learning strategies.

Things to Remember for Tests and Final Exams

In order to receive test and exam accommodations through the CSD, students **must** have completed the CSD Registration process including providing appropriate documentation. This can be a timely process – **contact the CSD as early as possible to ensure your accommodations and a seat in the test centre.**

Test Registration forms are available on our [CSD website](#) –**click on Test Centre Request Forms.** The Test Registration forms are also available in the CSD Test Centre (Room B216) as well as our main CSD Office (Room SW 116).

Completed test forms and notifications to your professors, **for each test**, need to be submitted to the CSD Test Centre (5) business days before the scheduled test, in order to reserve a space. **Accommodated tests cannot be guaranteed if a student submits the Test Center Form less than 5 business days in advance of the test date.**

CSD Final Exam sign-up **DEADLINES** are **ALWAYS** several weeks **BEFORE** the final exam period. The deadlines as well as the CSD final exam information, explaining our online sign-up process, will be posted on the CSD website each term

It is the student's responsibility to check their My Campus email address frequently as all important test and exam information including registration deadlines will be posted to My Campus.

The CSD may be **unable** to accommodate students who do not sign-up by the final exam sign-up deadline.

To Find Out More About CSD Services...

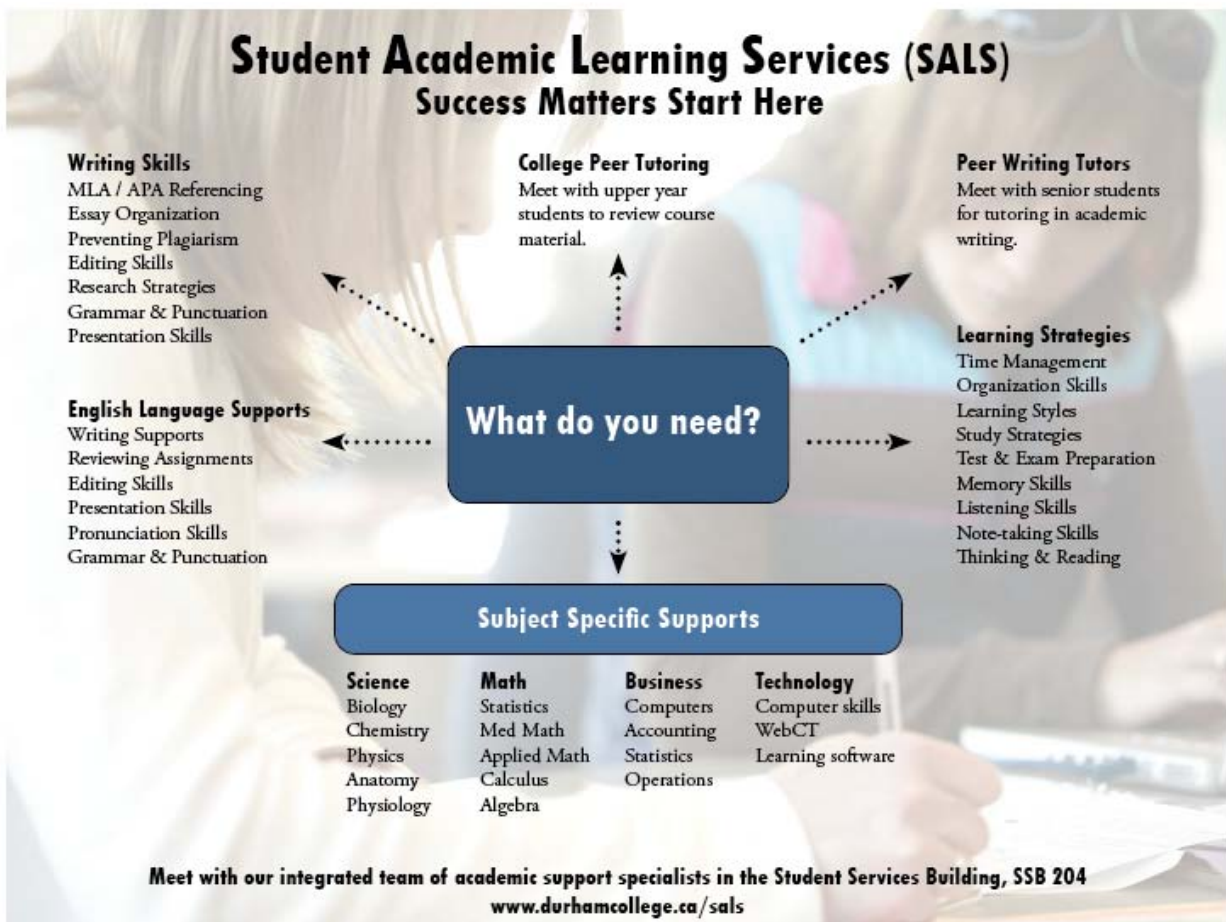
For further information please call 905-721-3123, drop by at SW116 to set up an appointment or visit our website at www.durhamcollege.ca/csd.

Student Academic Learning Services (SALS)

Success Matters Start Here! The staff and faculty at the Student Academic Learning Services Centre can help you achieve your educational goals.

You can use the centre to:

- Get peer tutoring help
- Learn how to study smarter, not harder
- Learn to manage your time and prepare for tests
- Improve your reading skills and take better notes
- Use 28 lab computers with learning software
- Increase your English proficiency
- Improve your writing skills
- Have a quiet space to do your work
- Access group study space
- Improve your marks from a 'B' to an 'A'



The Library

The Library is here to help you succeed!

Stop by for help to research a topic, complete an assignment, or when you just need a quiet place to study. The Library on the north side of the Polonsky Commons is easy to find. Both wired and wireless computer access is available along with 10 small group study rooms and the *Den* in the basement for group work. Although food is not permitted in the library, drinks in covered containers are allowed and you can buy a Starbucks coffee to go at the Library Café.

Students & faculty at the Whitby now have a small branch library at their location. They may also use the North Oshawa campus library in person, via internet, or request books to be sent to them at Whitby.

Most of the Library's resources are in digital format and are available 24x7 through the Library's web page. You can access them from on or off campus by logging in with your student number and computer password. The digital resources include e-books, magazines, journals, newspapers, statistical databases.

Visit the library virtually at www.durhamcollege.ca/library to:

- Research a Topic,
- Find books and articles,
- Renew materials,
- Request an interlibrary loan,
- Book a group study room,
- Get online help from a librarian
- Check on the hours the library is open

Your campus photo ID card is also your library card and is required to check out books and Reserves.

The librarians work closely with your professors to provide class presentations directly linked to your assignments. Additional sessions on using specialized resources are also offered throughout the year and help is also available on the library website. You may contact the Reference staff by phone or e-mail, and you are always welcome to visit our Reference desk in person. We look forward to helping you!

Check the website for library hours.

Circulation desk (905) 721.3082
Reference desk (905) 721.2000 ext. 2390
reference@dc-uoit.ca

College Publications

At Durham College, several publications provide the information you need before you start classes.

Program Guide

Durham College's Program Guides are a handy reference guide for everything students might want to know about their academic program. The program-specific guides provide essential information related to the program of study, policies, program requirements, faculty contact information, important dates, grading criteria, etc., as well as a starting point to help students find and navigate their way through academic and student support services.

Program Guides are distributed in print format to every registered student in the first class of the Fall semester and are available electronically on the college website. It is important that students read this guide at the beginning of their studies as it contains pertinent information for academic success and will be useful throughout the duration of the program.

Note:

- This guide is not intended to be a complete statement of all procedures, policies, rules and regulations at Durham College.
- The College reserves the right to change or cancel any provisions, requirements or subjects at any time.
- Student Liaisons and/or Faculty Advisors will assist in planning programs, but it is the student's responsibility to meet the academic requirements for completion of certificates and diplomas.

Continuing Education Course Book

Continuing Education publishes course calendars – Fall, Winter/Spring, listing courses for credit towards Post-Secondary Programs, and personal and professional development. The same course outlines are used for full-time and Continuing Education courses.

Courses may be accessed through classroom setting, correspondence (distance education) or online courses (Internet).

If you are unable to access a day-time course (timetable conflicts, repeat of a course, etc.) or want to get a head start on your next semester, check out Continuing Education's current course book and register at the Office of the Registrar early to ensure a seat is reserved for you.

Please check our website for comprehensive information @ www.durhamcollege.ca.

Scholarships, Bursaries and Awards

Scholarships: Scholarships are awarded to students who have achieved academic and personal excellence. Some scholarships are awarded solely on academic performance. Others are based on a combination of academic achievement and proven personal excellence including leadership and community involvement.

In-Course scholarships: In-Course scholarships are awarded to returning full-time students in post secondary programs who have demonstrated academic excellence in their studies. Students must have been registered in full-time studies in the same program in consecutive years to be considered. In-course scholarships are solely based on GPA and no application is necessary unless otherwise noted. Recipients are notified via MyCampus e-mail.

Bursaries: Bursaries may be available to full time post secondary students requiring additional financial assistance to cover their educational costs. When students' personal and family resources are not sufficient to cover costs they are expected to apply for OSAP. Before applying for a bursary, students should investigate all other forms of financial assistance. Other resources may include scholarships, family support, student line of credit and part time employment.

Durham College supports access to post secondary education following these principles:

- No qualified Ontario student should be prevented from attending Ontario's public colleges and universities due to lack of financial support programs.
- Students in need should have access to the resources they need for their postsecondary education.

Durham College Access Bursary Program: This bursary is available to Ontario students offered admission to a full time, first year program at Durham College.

Durham College Upper Year Student Bursary Program: Students must complete the Student Financial Profile application for consideration for bursary funding.

Awards: Awards may be based on scholastic achievement and/or financial need. There may be other requirements for qualification such as membership in certain organizations, enrollment in specific programs, leadership abilities and/or community service. Students must be in good academic standing to be considered.

Eligibility: Students who are currently enrolled full-time at Durham College are eligible to apply for scholarships and bursaries. Many awards have specific guidelines and students are advised to read all information about the award before applying.

Application process: Information on all scholarship, bursaries and awards for registered Durham College students including application, submission and deadline details will be posted on the DC Student tab of the MyCampus section of the college website. Students are advised to check MyCampus regularly for updates.

Unless otherwise noted, all students must complete the online Student Financial Profile application for consideration for bursary and award funding. Information, application instructions and submission deadlines for the Student Financial Profile may be found on the MyCampus website under the DC student tab. The student is notified of the application results via MyCampus email.

For further information on scholarships, bursaries and awards, please contact studentawards@durhamcollege.ca.

NOTE: Awards, amounts and availability are subject to change at the discretion of the Student Awards office or the donor. All awards are based on information available at the time of publication.

AWARDS OPEN TO STUDENTS IN ALL PROGRAMS

Title of Award	Award Value (\$)
Albis Award	\$500
Business & Professional Women of Durham Award – <i>In Course (Application Required)</i>	\$500
Campus Living Centre Residence Award	\$250
Canadian Federation of University Women Oshawa and District Award	\$500
CAW Family Auxiliary 27 Award	\$250
Carpenters Union Local 397 Award	\$800
Durham College Access Bursary	Various amounts
Durham College Alumni Association Award	\$1200
Durham College Alumni Association Award – <i>In Course (Application Required)</i>	\$1000
Durham College Bursary	Various amounts
Durham College Endowed Award – <i>In Course</i>	\$1000
Durham College International Student Scholarship	\$1500
Durham College Scholarship – <i>In Course</i>	\$500 or \$1000
Durham Region Chairman's Award	\$1000
Durham Region Chairman's Scholarship	\$1000
Fairfax Financial Holdings Ltd. Scholarship	\$3500
Garfield Weston Award	\$2500 + up
Greenbriar Foundation Award	\$1000
Harold "Pat" Dooley Bursary	\$1300
International Student Emergency Bursary	Various amounts
June White Memorial Entrance Award	\$500
Lenovo (Canada) Inc. Access Awards	\$500
Lifelong Learning Award – <i>In Course (Application Required)</i>	\$500
Lifelong Learning Bursary	\$500
Lois and Gary Polonsky Award	\$1000
Lois Sleightholm Award	\$2000
Lois Sleightholm 21 st Century Award	\$1000
Marjorie Elizabeth Willoughby Award	\$3000
Ontario Aboriginal Bursary	Up to \$3000
Ontario First Generation Bursary	\$3000
Ontario International Educational Opportunity Scholarship	\$2500
OPG Employees' and Pensioners' Charity Trust	\$1000
Oshawa B'Nai B'Rith Lodge Scholarship	\$300
Oshawa Double B Sports Club Bursary	\$800
Purdue Pharma Award	\$800
Retired Teachers of Ontario District 28 Award	\$500
Ross Mackie Award	\$2000
UA Local 463 Award	\$400
The Central East Community Care Assess Centre Award	\$500 & \$750
Wordham Family Award	\$3,000
Your Student Association Award	\$400

AWARDS FOR THE SCHOOL OF MEDIA, ART & DESIGN

Dann Torena Memorial Award – <i>In Course</i>	Graphic Design	\$500
Frank Cowan Company Limited Award – <i>In Course</i>	Public Relations	\$1000
Lewis Beaton Trust Award – <i>In Course</i>	Advertising	\$1000
Ralph Sagar Award	Animation – Computer Arts	\$900
Robert McLaughlin Gallery Award – <i>In Course</i>	Graphic Design	\$500
Rotary Club of Oshawa Award – <i>In Course</i>	Public Relations	\$1000
Shawn Simpson Memorial Award – <i>In Course</i>	Journalism – Print & Broadcasting	\$500
Sodexo Services Canada Ltd. Award – <i>In Course</i>	Public Relations	\$1000
Tyncel Hasan Award	Graphic Design	\$400

CONVOCATION AWARDS

Founder's Cup	\$200
Durham College Medal: Top Student – Three year Program	\$500
Durham College Medal: Top Student – Two year Program	\$500
Durham College Medal: Top Student – One year Program	\$500
Durham College Medal: Top Student – Apprenticeship Program	\$500
Governor General's Academic Medal and W. Bruce Affleck Memorial Scholarship	\$2000
President's Leadership Award	\$500

Transfer Guide

Diploma to Degree Pathways

Turn your Durham College diploma into a degree!!

If your post-secondary education plans include a diploma and a degree, you can take advantage of many degree completion programs offered through partnerships negotiated by Durham College with many universities, including UOIT, our campus partner.

A Durham College diploma can earn you credit toward a university degree. University admissions policies and partnership transfer agreements between Durham College and a number of universities facilitate university admission for Durham College graduates from specific programs by giving credit for college study. Graduates may receive credit for several courses or for a year or more toward a university degree. These opportunities are detailed, by program, on the **Durham College Transfer Guide** (http://www.durhamcollege.ca/EN/main/programs_courses/transferguide.php)

Interested students looking for further information are encouraged to consult with their program faculty or the admissions office of the receiving institution.

If you do not see your program on the chart, you may find pathway opportunities and information on collaborative programs, articulation agreements and credit transfers between Ontario universities and colleges available on the Ontario College University Transfer Guide website at www.ocutq.on.ca

ADVERTISING PROGRAM

COURSE NAME	MOD	CODE	PREREQUISITES	COREQUISITES	LECT. LAB		ALT. FIELD		
					HRS	HRS	DEL. HRS	PLMT. HRS	
SEMESTER 1									
INTRODUCTION TO ADVERTISING		ADVT 1301			3	0			
WRITING I		COMM 1345			3	0			
COMPUTERS FOR ADVERTISING		COMP 1334			0	3			
G POP CULTURE, FILM & SOCIETY		GNED 1419			3	0			
G MARKETING & CONSUMER BEHAVIOUR		GNED 1423			3	0			
DIGITAL PHOTOGRAPHY		PHOT 1310			0	3			
					12	6			
SEMESTER 2									
WRITING II		COMM 2334	COMM 1345		0	3			
CREATIVE TECHNIQUES		CRTK 2302	ADVT 1301		3	0			
ADVANCED IMAGE EDIT		DIGT 2300	COMP 1334	PHOT 1310	0	3			
DESIGN THEORY		REPR 2302	ADVT 1301	COMM 1345	0	3			
SALES TECHNIQUES		SALE 1301	ADVT 1301		2	0			
EXCEL	GRP1	COMP 2335			0	2			
ANIMATED GRAPHIC DESIGN	GRP2	ANGD 2300	COMP 1334	ADVT 1301	2	0			
TECHNICAL DESIGN (ADVERT)	GRP2	COMP 2315	COMP 1334	ADVT 1301	3	0			
					7	11			

PROGRAM OF STUDY 2011/2012

SCHOOL OF MEDIA, ART AND DESIGN

WEEKLY BREAKDOWN-

ADVERTISING PROGRAM

COURSE NAME	MOD	CODE	PREREQUISITES	COREQUISITES	LECT. LAB		ALT. FIELD		
					HRS	HRS	DEL. HRS	PLMT. HRS	
<i>SEMESTER 3</i>									
WRITING III - (ADVERT)		ENG 4304	COMM 2334 CRTK 2302		2	0			
MEDIA STUDIES I		MEDI 2300	SALE 1301		3	0			
MEDIA PRODUCTION I		MEDI 3305	COMP 1334 DIGT 2300 REPR 2302		0	2			
ANIMATED GRAPHIC DESIGN	GRP1	ANGD 2300	COMP 1334 ADVT 1301		0	2			
TECHNICAL DESIGN (ADVERT)	GRP1	COMP 2315	COMP 1334 ADVT 1301		3	0			
ACCOUNT MANAGEMENT (CHRONICLE SALES)	GRP1	MGMT 3304	SALE 1301	SALE 3300	0	2			
SALES PRACTICUM (CHRONICLE SALES)	GRP1	SALE 3300	SALE 1301	MGMT 3304	0	4			
EXCEL	GRP2	COMP 2335			0	2			
CREATIVE APPLICATIONS (CHRONICLE PRODUCTION)	GRP2	CRTK 3300	CRTK 2302 DIGT 2300 REPR 2302 SALE 1301 COMP 2315 COMM 2334 ANGD 2300		0	6			
					8	10			
<i>SEMESTER 4</i>									
ADVERTISING LAW		ADVL 4300			2	0			
ADVERTISING RESEARCH		ADVR 4300	ADVT 1301 CRTK 2302 REPR 2302 MEDI 2300		2	0			
MEDIA PRODUCTION II		COMP 4355	MEDI 3305 COMP 2315		0	3	0		
PUBLICATIONS I (TECHNICAL)		ELEC 2300	MEDI 3305 COMP 2315		0	3			
MEDIA STUDIES II		MEDI 3300	MEDI 2300		3	0			
CREATIVE APPLICATIONS (CHRONICLE PRODUCTION)	GRP1	CRTK 3300	COMP 2315 CRTK 2302 DIGT 2300 SALE 1301 REPR 2302 COMM 2334 ANGD 2300		0	6			
ACCOUNT MANAGEMENT (CHRONICLE SALES)	GRP2	MGMT 3304	SALE 1301	SALE 3300	0	2			
SALES PRACTICUM (CHRONICLE SALES)	GRP2	SALE 3300	SALE 1301	MGMT 3304	0	3			
					7	9	0		
<i>SEMESTER 5</i>									
VIDEO PRODUCTION - (ADVERT)		COMP 5300	COMP 4355	ENG 5302	0	3			
PUBLICATIONS II (TECHNICAL)		DTP 5301	CRTK 3300 MGMT 3304 SALE 3300 ELEC 2300		0	6			
INTEGRATED CAMPAIGN DEVELOPMENT & EXECUTION		ICDE 5302	CRTK 3300 ENG 4304 MGMT 3304 SALE 3300		0	3			
G GENERAL EDUCATION ELECTIVE		GNED 0000			3	0			
SALES PROMOTION & DIRECT MARKETING		PROM 5302	SEMS 1-4		3	0			
					6	12			

PROGRAM OF STUDY 2011/2012

SCHOOL OF MEDIA, ART AND DESIGN-

WEEKLY BREAKDOWN-

ADVERTISING PROGRAM

COURSE NAME	MOD	CODE	PREREQUISITES	COREQUISITES	LECT. LAB		ALT. FIELD	DEL. PLMT.	
					HRS	HRS	HRS	HRS	
<i>SEMESTER 6</i>									
PROFESSIONAL PRACTICE	1	FWKS 4302	SEMS 1-5		0	4			
PORTFOLIO PREPARATION	1	PORT 5303	SEMS 1-5		4	0			
FIELD PLACEMENT - ADVERTISING	2	FWK 4301	SEMS. 1-5		0	0		280	
					4	4		280	

NOTES:

ELE - ELECTIVE - Students may take one or many subjects, depending on the requirements of their program. ELET - represents a typical subject load and IS included in the total hours per week, to reflect the total hours per week required.

OPT1/OPT2/OPT3 - OPTIONS - Students choose subjects. OPT1 subjects are included in total hours per week.

G - GENERAL EDUCATION - Subjects marked at the left margin with G are "General Education" subjects.

GEN ED - First year students must take one(1) General Elective in either semester one or two.

COURSE DESCRIPTIONS

ACCOUNT MANAGEMENT (CHRONICLE SALES) MGMT 3304 - Students learn to manage sales for The Chronicle, the campus newspaper. In weekly meetings, students share experiences and discuss their interactions with prospects/clients and the process involved in gaining approval to creative layouts. Students will take on the role of both Sales Representative and Coordinator responsible for managing their individual client accounts (they will prepare all necessary paperwork related to the booking, invoicing, and preparation of ad materials for the newspaper).

ANIMATED GRAPHIC DESIGN ANGD 2300 – Using vector graphics and vector animation software, students will learn to manipulate vector designs into animations. Students will additionally learn the principles, technology and terminology standard in the advertising industry. With the constant development of motion graphics, current industry technology and media sources will be used throughout.

ADVANCED IMAGE EDIT DIGT 2300 - Advertising students undertake creative assignments including capturing images and transferring them to computer; scanning negatives and transparencies; scanning and manipulating photographs; digital retouching; colour correction; and exposure problems. Familiarity with Macintosh computers is essential.

ADVERTISING LAW ADVL 4300 - This course will provide an overview of media laws influential to the Advertising industry. Students will learn the processes involved in gaining approvals to advertising messages in various media. There will be a focus on both regulatory (The Competition Bureau) and self-regulatory bodies (Advertising Standards Canada). Students will learn about nuances and techniques used to produce acceptable messages when advertising to children and in different product categories (e.g. food and beverage).

ADVERTISING RESEARCH ADVR 4300 - This course is designed to introduce students to the various resource sources used in advertising. It will provide students with a theoretical basis for the objectives behind Advertising research and the tools used to conduct and evaluate product initiatives and the messages used to support them. Students will conduct their own advertising research project, which will involve the development of a research proposal, actual execution of a research activity, and the evaluation and reporting of results.

EXCEL COMP 2335 - Students learn to create, format and edit spreadsheets.

COMPUTERS FOR ADVERTISING COMP 1334 - Students learn about computer concepts, Mac operating systems, and their applications in advertising.

CREATIVE APPLICATIONS (CHRONICLE PROD'N) CRTK 3300 - This is a lab-centered course, devoted to the development of the student newspaper, The Chronicle. Second-year Advertising students are responsible for its weekly production cycle. Using their design and computer knowledge, students work as production artists to develop client material based on requests from local businesses.

CREATIVE TECHNIQUES CRTK 2302 - Topics include creative thinking, creative problem-solving, advertising strategies, creative strategies and themes, copy development and layout.

DESIGN THEORY REPR 2302 - Delivered in a traditional (studio) setting, this course focuses on the study of type, visuals and colour. Students explore the use of design principles and how to influence a target audience.

DIGITAL PHOTOGRAPHY PHOT 1310 - This course introduces students to basics principles of photography. Instruction will consider both the technical and visual components of the photograph. Critical skills in understanding and interpreting photographs will also be taught. Students will receive instruction in the use of digital 35mm camera and basic printing techniques. The cameras used will require the student to manually adjust shutter speed and aperture.

FIELD PLACEMENT-ADVERTISING FWK 4301 - Advertising students gain real-world experience and apply their knowledge and skills in the workplace. Field placements also help students identify their specific objectives and students' progress is monitored throughout the placement by a workplace supervisor. While the onus is on students to secure a field placement, faculty will support students in this endeavour.

INTEGRATED CAMPAIGN DEV'T & EXECUTION ICDE 5302 - Students will continue to build/reinforce their knowledge and appreciation for the creative planning and development process by focusing on the strategies, techniques, and media tactics used to deliver effective advertising campaigns. Learners will be provided with industry creative briefs for well known brands and asked to develop and present their own advertising ideas and plan recommendations.

INTRODUCTION TO ADVERTISING ADVT 1301 - Students gain an overview of the advertising industry and its key participants, including print and broadcast media, agencies, advertisers, production houses and regulators. Topics include consumers, the creative process and the media and the marketing heritage of advertising. Students also learn about the differences between promotion and advertising, and the planning, execution and evaluation of advertising.

MARKETING & CONSUMER BEHAVIOUR GNED 1423 - Students gain an understanding of marketing principles and practices and learn about consumer behaviour. The marketing principles and practices of operating any type and size of business are also explored.

MEDIA PRODUCTION I MEDI 3305 - Students explore the digital imaging processes for Macintosh computers. Using Adobe Photoshop, students input photographic images; select specific picture areas for adjustment; control colour, blurring and distortion; add text; combine images; and prepare files for output as hard copy or screen viewing.

MEDIA PRODUCTION II COMP 4355 - Students learn to assess the good, poor, possible and impossible aspects of web design for advertising. Using Macromedia Dreamweaver, students learn to judge the effectiveness of web space use and design.

MEDIA STUDIES I MEDI 2300 - This course introduces students to the world of e-marketing and how information technology is used to deliver a marketer's specific advertising objectives and strategies. It examines the terminology used, the research bases employed in the industry, and looks at how digital media is planned and purchased.

MEDIA STUDIES II MEDI 3300 - Students learn about the Canadian media environment focusing on print, broadcast and digital media. Media trends and industry terminology are emphasized while focusing on the strengths and limitations of traditional and online media. Using specific media formulas, industry publications and software, students analyze how to cost and plan media activity to deliver specific objectives.

POP CULTURE, FILM & SOCIETY GNED 1419 - Students learn how social factors contribute to a film's success. As well, students investigate and analyze how pop culture and film and society are intertwined.

PORTFOLIO PREPARATION PORT 5303 - Portfolio Development prepares students for an effective job search, not only to complete their studies, but also to launch their careers in a chosen area of advertising. This course is designed to equip the students with important aspects of communications.

The course emphasizes both oral and written communication skills. Upon completion students will understand the communication process and apply the principles of effective communication in the production & delivery of portfolio development as well as the importance of "self promotion". It also acts as a lab component/check point allowing students to work independently as well as with faculty supervision.

Students are to prepare their final portfolio for presentation. They will develop and use persuasive presentation skills with the use of professional communication and presentation techniques. They will use current hardware/software in the development of self-promotional material.

PROFESSIONAL PRACTICE FWKS 4302 - This course serves as preparation for students seeking placement and potential job opportunities in the advertising industry. Students develop interpersonal skills and attributes that contribute to career success. Topics include: Resume Package Preparation, Job Search Techniques, and Interview Strategies. Students will have the opportunity to hear from professionals currently employed in the advertising industry to help them understand the many different roles and functions performed and allow them to identify the areas they may wish to pursue upon program completion.

PUBLICATIONS I (Technical) ELEC 2300 - This course is a continuation of COMPUTERS FOR ADVERTISING. Students hone their Macintosh and InDesign skills and produce a wide variety of print material, possibly including newsletters, brochures, ads and/or a newspaper page layout.

PUBLICATIONS II (Technical) DTP 5301 - This project oriented course will provide advertising students with an opportunity to apply skills acquired in DTP and Electronic Layout. Students, in publications groups, will develop the Advertising Alumni Publication, Bill Magazine. Bill Magazine acts as the previous year's reflection and outlines curriculum and

changes that now define what the advertising program has become. Ad Magazine is a promotional tool developed by current advertising students for advertising program alumni.

SALES PRACTICUM (CHRONICLE SALES) SALE 3300 - This course makes practical use of the knowledge gained in earlier courses. Students sell advertising space in The Chronicle, the student newspaper, and service the advertising needs of local clients.

SALES PROMOTION & DIRECT MARKETING PROM 5302 - Sales Promotion continues to play an increasingly important role in a marketer's promotional mix. It is important for students to differentiate between brand advertising, sales promotion and direct marketing while recognizing how each can be used synergistically to maximize business results. It is also important for students to understand how a marketing planning model works so they can identify how program objectives and expenditures change based on a product's life cycle.

SALES TECHNIQUES SALE 1301 - Students gain an overview of personal selling and the types of sales jobs available in the Canadian marketplace. Students will gain an understanding for the formal selling process involved in professional sales. Students will learn sales principles and techniques and have the opportunity to apply theory through class projects involving: case studies, role-plays, and presentations. This course is a pre-cursor for their role as a Sales Representative for on-campus media vehicles in the second year of the program.

TECHNICAL DESIGN (ADVERT) COMP 2315 - This course expands on the use of design software for Macintosh computers. Creative applications for advertising and promotional material using vector and imported imagery, type and colour are emphasized.

VIDEO PRODUCTION-ADVERTISING COMP 5300 - This course is designed to provide students with the basic knowledge of video production, and the basic techniques involved in producing video communication pieces.

WRITING I-ADVERTISING COMM 1345 - Students learn basic sentence construction and review basic language skills. As well, students learn about topic sentences with controlling ideas, paragraphs and paragraph transitions. Students complete vocabulary and comprehension exercises.

WRITING II-ADVERTISING COMM 2334 - Students explore strategies for professional writing and are evaluated primarily on their non-fiction writing ability. As well, students examine advanced comprehension and vocabulary.

WRITING III – ADVERTISING ENG 4304 - Students with intermediate to advanced skills in advertising writing continue to develop their proficiency in writing reports, persuasive fliers, public service announcements and other documents.