ART 231A
Publication Design

Spring 2006 | Scott Bolestridge

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Course Description

The design of publication material—posters, brochures, books and magazines—takes a coordinated effort between written and visual material. This verbal/visual synthesis is explored through the design of several types of publications. Students learn to organize various levels of information while they design, research, plan and edit their solutions to real-world projects, thus creating their own visual vocabulary.

The class employs a Macintosh platform, using the programs QuarkXpress, In-Design, Photoshop and Illustrator.

Class Purpose

This class will develop skills in publication and editorial design and the student will learn to:

• analyze, prioritize and organize visual information
• interpret typographic hierarchy on the printed page
• build a publication, dictate a logical flow of visual information and understand
  the preparation of graphic work for printing and printing processes
• approach projects on a professional level, dealing with time constraints,
  deadlines and presentation skills
• research and document information for editorial design
• feel comfortable with an enhanced knowledge of computer design
  programs

Class Format

This class meets every Monday and Wednesday from 12:45pm to 3:15pm; please be on time. If you are more than 15 minutes late, you are counted as absent. If you are late more than two times, your grade is lowered one-half a letter, i.e., C becomes C-. Come to class prepared to work and have work ready as specified in the previous class.

The classes will consist of assignment conceptualization, ideation, execution and critique. They will focus on the practical application of design theory, concepts and terminology presented in the project introductions. Class work will consist of work on exercises and projects. Specifically, preliminary class exercises, which involve idea generation, will be seminal to each major project. Each project will be subject to individual and group class critique. Note that the purpose of the critique is to improve the end product, it is not a critique of the individual.

Throughout this session, emphasis will be placed on process (play, discovery and research) and on the conclusion. Some written work, such as self evaluation and a visual engagement paper, will be required. The projects are designed to be completed during the allotted time frame. Everyone is expected to work in the classroom during class time; come to class every day with any materials needed and be prepared to work in class. You will be expected to work outside of class on assignments and keep abreast of due dates.

Class participation will be emphasized. It is expected that all students will actively participate in critiques in order that others may benefit from the student's comments and you all will gain necessary presentation skills. All critique comments are expected to be constructive and honest. The exception to this may be when it is evident the individual has not made the necessary effort to solve the problem.

Grading Policy

Grading is used to pinpoint clearly and accurately the strengths and weaknesses of the student's performance. Project grades will be based on consideration of process, creativity, problem-solving, professionalism and presentation. The final semester grade will be assigned by the averaging of grades for the studio projects, class/critique participation, growth and quizzes and then making necessary deductions for tardies and attendance. Lack of participation, preparation and/or minimal process work will have a negative impact on your final grade. Grading and value for all projects will be criteria based.

Absences

Absences affect your work, so they affect your grade. If you are going to miss class, you must contact me prior to the class you will miss. **E-mail me at skott333@aol.com or call Jan at x1680.**

Excused absences require you to make up the work within one week of your absence. An excused absence is: sickness, with a note from the health center; a verifiable death in the family; extenuating circumstances (a huge snowfall or a personal issue which you have previously discussed with me) or with a doctor's note on his/her stationery with a telephone number. The doctor's note must be presented at the next class.

If you are absent, you are responsible for contacting a class member in order to get any information or assignments that are given. If there are handouts that you did not receive, advise me in writing or photocopy them from a classmate. I will not have any class time to repeat missed lectures or assignments. You will be considered late if you arrive at class after roll has been taken. If you are late, it is your responsibility during that class period to make sure that I have you added to the roll.

If you don't make up the work in a timely way, your project grade is lowered.

Unexcused absences seriously affect your grade. **One unexcused absence is allowed.**

Two unexcused absences lower your project one full letter grade. I will help you catch up as long as you have made the effort to get and work with the material.

Once again, if you need to get in touch with me, **I can be reached via e-mail at skott333@aol.com.**

Project Submission

- All projects are due at the start of class on the due date and are to be presented professionally...neat, clean and worthy of client scrutiny.
- Any project not turned in on the due date will receive a lower grade.
- Absences from class do not excuse you from a deadline; deadlines must be met!
- Get your work to me somehow.
- You can rework your project and turn it in for a better grade.

Plagiarism

Plagiarism will not be tolerated. Plagiarism is the copying of existing artwork or design. Working from photographs is allowed and sometimes necessary for the production of illustrations and layouts, however an attempt should be made to adapt and alter the image so as not to merely duplicate someone else's artwork in another medium or form. Do not take the ideas someone else has worked hard to create.

Required Text

Graphic Design School, Third Edition
Alan Swann/David Dabner
ISBN 0-471-68683-2

Suggested Reading

- QuarkXpress 6 for Windows and Macintosh: Visual Quick Start Guide
  by Elaine Weinmann and Peter Lourekas
- Photoshop CS for Windows and Macintosh: Visual Quick Start Guide
  by Elaine Weinmann and Peter Lourekas
- Illustrator CS for Windows and Macintosh
  by Weinmann and Lourekas
- All design periodicals in the Lab, Barnes+Noble, Borders, etc.
- Any graphic design and publication books you can get your hands on!!! Look constantly!!!

Required Materials

- X-acto knife with #11 blades
- Tracing paper pad
- A binder/notebook of some sort to hold handouts and project sheets
- A flash drive to store your work

PLEASE NOTE:
- Any student who wishes to disclose a disability and request accommodations under the Americans with Disabilities Act (ADA) for this course MUST first meet with either Mrs. Laurie Roth in the Office of Learning Services (for learning disabilities and/or ADD/ADHD) or Dr. Ronald Kline in the Counseling Center (for all other disabilities).
- This syllabus is subject to change.

Semester Calendar

1.16	Monday	Classes Start
2.24	Friday	Mid-Term
3.05	Saturday	Spring Break Starts
3.12	Sunday	Spring Break Ends
4.04	Tuesday	Day of Service—no DAY classes
4.07	Friday	Bus Trip to NY
4.14	Friday	Good Friday—no classes
4.17	Monday	Easter Monday—no DAY classes (evening classes meet!)
4.28	Friday	Classes End

Grading Criteria

To receive the grade of F:

• The student failed to meet even the basic assignment criteria
• Total disregard was shown for the determined deadline
• Class was missed repeatedly with no excused absences

To receive the grade of D:

• The student handed in mediocre, at best, assignments
• Projects were consistently turned in late
• Class attendance was sporadic with little participation

To receive the grade of C:

• The student did what was expected for assignment completion,
  nothing more
• Projects were turned in on time
• Little imagination or creativity was displayed
• A lack of personal participation and growth was shown

To receive the grade of B:

• The student showed initiative in visual exploration
• Projects were turned in on time and well executed
• Creativity was above average
• Project research reflected curiosity and ingenuity
• A knowledge of the material was displayed

To receive the grade of A:

• The student went above and beyond assignment expectations
• Projects were turned in on time, maybe including multiple solutions
• Creativity and exploration were well above normal
• Projects were well executed and presented
• The solutions reflected a growth of knowledge and intelligence