

ART 231 PUBLICATION DESIGN

Spring 2006
Syllabus and
Projects

231

A decorative graphic consisting of a series of vertical lines of varying heights and thicknesses, with a cluster of diagonal lines extending from the bottom right corner of the vertical line group.

ART 231Z PUBLICATION DESIGN Spring 2006

Mondays and Wednesdays from 6:30-9:30

INSTRUCTOR:

Chris Neyen

CONTACT INFORMATION:

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COURSE GOALS:

The aim of this class is to enhance the design student's development of the technique's and skills for conceptual thinking and understanding of how edit and design come together to form publications.

- 1 Conceptual thinking, how to envision a project and carry through an idea.
- 2 From sketching out ideas to building comprehensive's.
- 3 Become familiar with a number of publication designers both contemporary and historical.
- 4 Understand typographic hierarchy and how a grid works; an organizational system of content.
- 5 A basic understanding of type classification.
- 6 The responsibilities of an Art Director and the staff of a publication.

COURSE REQUIREMENTS

- Come to class on time.
- Class participation in discussion's, critiques and lectures is encouraged. You will learn to sell your ideas.
- Your attendance is obviously important and missing classes will adversely affect your grade.
- All assignments are submitted professionally in both print and digital form.
- Assignments are due at the beginning of class on the date specified.
—Graphic Design is a deadline oriented profession—your grade will be affected by work handed in after the due date.
- Students can expect to spend 1-3 hours per week on outside of class preparation and home assignments.

ACADEMIC HONESTY POLICY

Refer to the college's policy.

GRADING:

Your class grade and per project grade is determined by:

- 1 Creativity, Execution and finish quality. Showing up for class, doing the assignments does not guarantee you an A
- The three big projects account for 70% of your grade. In-class exercises, participation and home assignments 30%.

SUGGESTED TEXT:

Thinking with type: A Critical Guide for Designers, Editors, & Students

By Ellen Lupton

SUPPLIES FOR CLASS:

- Your sketchbook or notebook
- X-acto with sharp blades
- A roll of Scotch double stick tape

SUGGESTED:

- A portable flash drive and blank CD for saving and backing up files

Syllabus is subject to change



WEEK 1

January 16

Class 1 *Class exercise* PERSONAL TEXT EXERCISE
Introduction and brief design discussion. First project—Booklet

Class 2 *Class exercise* INDESIGN REVIEW-BOOKLET DEMONSTRATION
Ideas for Booklet projects due-discuss with me and begin sketches

Assignment for next Monday-Typographic Portrait

WEEK 2

January 23

Class 1 *Class exercise* TEXT COMPOSITION Devise 2 ways to break up and layout the text provided

Project Finish Sketches and begin material search and layout

Due Typographic Portrait

Class 2 *Class Lecture* Image and design. Editorial synthesis between art and edit.
Project Booklet

WEEK 3

January 30

Class 1 *Class Lecture* TYPE CLASSIFICATION
Project Booklet

Class 2 *Project* Finishing the Booklet

WEEK 4

February 6

Due Booklet

Class 1 *Class Lecture* Group discussion and critique

Class 2 *Class Lecture* Brochure Design
Project Design a brochure using the images and text provided. Begin sketches for Brochure.
Assignment for next Monday-Find Design bring it class

WEEK 5

February 13

Class 1 *Class Lecture* Found design discussion
Assignment for next Monday-Graphic Designers who's work you should know
Designer Report-You will research and write a paragraph's worth of information about your designer to present to the class.
Project Develop Brochure

Class 2 *Project* Brochure studio time

WEEK 6

February 20

Class 1 *Class Lecture* Graphic Designers who's work you should know presentation
Project Brochure studio time

Class 2 *Project* Brochure Finish
Assignment for next Monday-Bring a magazine to class

WEEK 7

February 27

Class 1 Brochure Due

Class Lecture Introduction to magazine design, content and structure.

Class 2 *Project* Two magazine covers one subject. Design two covers from the images provided. One that creates visual impact and one that is more passive.

Spring Recess Begins March 5
Spring Recess Ends March 12

SPRING BREAK

WEEK 8 March 13
Class 1 *Class Lecture* Moving forward with the covers and creating impact.
 Project Two magazine covers

Class 2 *Project* Finish magazine covers
 Reading (for next week) Career advice
 Mount covers on black board (for next week)

WEEK 9 March 20
Class 1 *Class Lecture* Looking at the covers and discussion/lecture on grids


Class 2 *Project* Service pages or F.O.B. Using images the provided design a single F.O.B page.
 Use at least two images. Design head, subheads and caption

WEEK 10 March 27
Class 1 *Class Lecture* Feature Design.
Class 2 *Project* Service pages or F.O.B.

WEEK 11 April 3
Class 1 *Class Lecture* Feature Design layout.
Class 2 *Project* Feature Design

WEEK 12 April 10
Class 1 *Class Lecture* Feature Design.
Class 2 *Project* Feature Design

WEEK 13 April 17
Class 1 *Class Lecture* Cohesiveness of the project.
Class 2 *Project* Feature

 WEEK 14 April 24
Class 1 *Project* Feature
Class 2 Feature Critique