



Art 231 Z
publication design
spring 2007

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Course Description

Students will design publications under “real world” deadlines while applying the principles and elements of typography and information design. Students will develop the skills to create and print a professional publication by learning about printing costs, talking with the printer and setting up specs.

Class Purpose

The intention of this class is to develop your skills as a designer, in the publication or editorial world. You will learn throughout this class to think more critically about:

- analyzing, interpreting, and emphasizing information
- typography: the hierarchy of meaning in text, on and between pages
- the professional construction of publications and the preparation for printing
- InDesign for publication design
- Quick review on Photoshop and Illustrator

Class Format

BE ON TIME. This class meets every Monday and Wednesday at 6:45pm. 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 a C-. Come to class prepared to work and have work ready as specified in the previous class.

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. You can e-mail me (KirsliS@gmail.com), call me or call Jan at 610.861.1680 before 4:30.

Excused absences require that you 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 or her stationery with a telephone number. The doctor’s note must be presented the next class. If you do not make up the work within one week, your project grade is lowered.

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

Two unexcused absences lower your project grade 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.





Three unexcused absences result in an F for the course.

If you are absent from class, you are responsible to get the information which was covered in class from someone in the class.

Projects

We will be doing four major projects this semester. There will also be readings on publication or editorial designs, grids and typography. There will be at least one quiz on the readings.

Movie Poster Design

Final Size: 24" x 36"

You are to redesign a movie poster including all necessary information i.e., cast, rating, director, etc. Use of the typographic hierarchy will be emphasized in this assignment. Ten thumbnail sketches are due Wednesday, January 17, 2007. Completed posters will be due at the beginning of class on Wednesday, January 31, 2007.

Please let me know which movie you are going to do before starting.

CD Design

Final Size: 5" x 4 3/4"

Choose a CD that you feel was designed poorly. Redesign the CD how you feel it should have been done using all the necessary information i.e., copyright, scan bar, etc. This project is due at the beginning of class on February 28, 2007. Bring the original CD to class on Wednesday, January 31 as well as February 28, so we can discuss them in class.

Redesign of AIGA Design Legends Gala Invitation

Final Size: will be discussed

The text will be provided for this black-tie affair. This is an exercise in the typographic hierarchy and little or no imagery is to be used. In this project only two colors are to be used. This project is due at the beginning of class on March 21, 2007.

Magazine Design

Final Size: Standard magazine size

You will design a magazine spread (two pages), cover, and Table of Contents (TOC) with a right side story page based on a design magazine. The magazine spread will be an article, written by you, about a designer, a style of design, or a design time period (to be approved by me). The story page will be a small article written about design in the real world. This project will be due at your final critique.

Project Submission

There are "real world" guidelines set for submitting work for grading. Projects should be done professionally and handed in on time.

- 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).
- Absences from class do not excuse you from a deadline; deadlines must be met!



- Get your work to me by dropping it off in the Art Office or have someone else drop it off.
- You can rework your project and turn it in for a better grade.

Talk to me when you're having trouble such as creative blocks, family issues, illness, deaths, etc. Extensions of deadlines can be arranged. Also, see me during class if there is time, or after class so I can help you improve your project.

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.

Suggested Reading

There are no specifics here, but I strongly recommend looking through any graphic design and publication books you can get your hands on. It is very important to stay ahead in the design world and know the newest design trends and stay inspired. The Art Department Office has copies of design magazines such as Graphis, Wired, Print, Ad-busters and other publications available for borrowing.

Required Materials

- X-acto knife with #11 blades
- 18" metal ruler
- Spraymount
- a binder/notebook to hold handouts and project sheets
- Sketch book for thumbnails
- 256 mb Flash Drive

Required Reading

Adobe InDesignCS2 Hands-On Training
by Brian Wood
ISBN: 0321348729

Project 1

Movie Poster

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At a Glance:

Thumbnail Sketches Due: January 17

Finished Poster Due: January 31

Final Size: 24" x 36"

What you will learn:

- The importance of placing text
- How to find and utilize images for print
- Printer settings- specs for sending to the printer
- A basic understanding of InDesign

Pick a movie you like and design a poster advertisement for it. This poster would be one that would be hanging up in places such as a movie theater or on a city street. Make sure to include all necessary information about the movie such as the title, cast, rating, etc.

Internet images may be used if they are hi-res (300 dpi). This poster should capture the feel of the movie while also looking like a professional poster.

The final size of this poster will be 24" x 36" and will be printed on the large format printer.

Drafts may be done on smaller paper and in black in white. If you'd like me to take a look at your poster before you print it I will gladly do so.

For this project there will be 10 thumbnail sketches to be turned in January 17 at the beginning of class. These are just small quick sketches of ideas for the poster put on paper for you to see.

