

ART 231 Z: Publication Design

Instructor: Kristine Kotsch
Day/Time: Tuesday/Thursday
6:30 - 9:00 PM
Room: PPHC ART 007

Office Hours: By Appointment
Office Location: Art Office

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COURSE DESCRIPTION:

The design of publication material—posters, brochures, books and magazines—takes a coordinated effort between written and visual materials. This verbal/visual synthesis is explored through the design of several types of publications. Students learn to organize various levels of information while they research, plan, design, edit and print their solutions to “real world” projects, thus creating their own visual vocabulary. This course primarily employs the use of Adobe InDesign, however, Adobe Illustrator and Photoshop will be utilized as well.

CLASS PURPOSE:

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

- ❑ Interpret, define and employ the generation of ideas, concepts and the creative process
- ❑ Analyze, prioritize and organize visual information
- ❑ Understand and execute 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, develop and document information for editorial design
- ❑ Use Adobe InDesign effectively and efficiently

CLASS FORMAT:

BE ON TIME. This class meets every Tuesday and Thursday evenings from 6:30 P.M. until 9:00 P.M. Moravian Art Department Attendance Policy will be strictly enforced (See page 4). Absences affect your work, so they affect your grade. If you are going to be absent, you **MUST** contact me prior to the class you are going to miss. Email is the best way to reach me. Contacting me does not guarantee an excused absence. 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, tutorials 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.

A Note on Critiques

Critiques are an integral part of the learning process of this class. Attendance is mandatory. An unexcused absence from a scheduled critique will result in a failing grade for that project. You may request an extension on a project for a legitimate reason. For each project, there will be a corresponding critique; this will take the form of an informal dialogue with the instructor acting as mediator. This is an opportunity to discuss, question, understand and defend student work, your own and that of your fellow classmates.

Throughout this session, emphasis will be placed on process (play, discovery and research) as well as the conclusion. Some written work, such as self evaluation and a visual engagement paper, will be required. The projects are designed to be completed by the deadlines as described in the project specs.

You will be expected to work outside of class on assignments and projects, as well as, keep abreast of due dates.

PARTICIPATION:

Participation in critiques, discussions and presentations refers to your engagement in dialogue and is the heart and soul of this course. Not only does your active involvement in this important aspect of the class have a significant impact on your grade, it is an essential part of the learning experience and life of this class. Lack of participation will be reflected in the final grade.

Participation also includes:

- ❑ Being prepared with necessary supplies for each class
- ❑ Using class time efficiently and effectively
- ❑ Attendance at all labs, lectures and critiques
- ❑ Completing assigned readings prior to class
- ❑ Arriving on time and staying for the entire class period
- ❑ Respectful use and care of computer systems, peripherals, equipment and supplies
- ❑ Being self-reliant enough to try and answer your own questions instead of immediately relying on someone else to think for you. You will have a hard time making progress in this class unless you learn to discover things for yourself.
- ❑ Coming to class with opinions and ideas!

GRADING:

Successful Completion of Projects:	40%	A = 96-100
		A- = 90-95
Quizzes/Tests (written or practical):	10%	B+ = 87-89
		B = 84-86
Participation:	20%	B- = 80-83
		C+ = 77-79
Final Project/Portfolio:	20%	C = 74-76
		C- = 70-73
Sketchbook/Journal	10%	D+ = 67-69
		D = 64-66
Secondary Grade Modifiers		D- = 60-63
Attendance, Promptness,		F = 59 and below
Professionalism/Courtesy, Deadlines		

Deadline/Project Submission Policy

You must keep at least 2 current backups of projects. No exceptions will be made for lost or corrupt files.

Projects MUST be ready to hand in or present at the BEGINNING of class on the due date.

Any projects handed in after this point will be penalized as follows:

- ❑ 10% - after beginning of class ON due date to next class
- ❑ 20% - ONE week after deadline
- ❑ 40% - TWO weeks after deadline
- ❑ 50% - beyond TWO weeks after deadline
- ❑ Legitimate excuses due to extenuating circumstances might be accepted (in my estimation) provided there is official documentation.

COURSE POLICIES AND GUIDELINES:

- ❑ There will be no instant messaging, MySpace, Facebook, gaming, blogs, etc., during class.
- ❑ Internet use will be limited to class necessity and coursework research.
- ❑ Turn off all audio features of cell phones and/or beepers before entering the classroom.

REQUIRED MATERIALS:

- ❑ X-acto knife with #11 blades
- ❑ 18" metal ruler
- ❑ Spraymount
- ❑ A binder/notebook to hold handouts and project sheets
- ❑ Sketchbook (larger is better)
- ❑ Flash Drive(s) or Portable mass storage device (hard drive, etc)
- ❑ Several sheets of Black mat board (not foam core)
- ❑ Several CD-Rs (not CD+R) for burning and submission of projects

REQUIRED/SUGGESTED READING:

Any and all design books you can get your hands on. Open your eyes and look! Keep up with the trends!

You will be continually required to bring in examples of design, type and layout. I strongly recommend frequent visits to the library and/or Art Office for magazines, books and actual printed publications. These examples will come from your constant "collecting" of magazine imagery/pages, business cards, brochures, etc., and will be affixed in your sketchbook.

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, every 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 steal ideas that someone else has worked hard to create.

NOTE: Any student who wishes to disclose a disability and request accommodations under the Americans with Disabilities Act (ADA) for this course first **MUST** 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).

The instructor reserves the right to make changes in any aspect of this syllabus for the sake of content improvement or scheduling changes due to cancelled classes or due date rescheduling.

MORAVIAN ART DEPARTMENT ATTENDANCE POLICY

To: Students in All Art Classes, Fall 2007 (Twice-a-Week Classes)
From: Anne Dutlinger, Chair, Department of Art and the Art Faculty
RE: Art Department Attendance Policy

The Art Department has established this department-wide attendance policy to apply to students in all art classes, beginning with the Fall 2007 semester.

After the second unexcused absence, final grade will be dropped by one full letter.

After the fourth unexcused absence, student will receive a failing final grade.

An excused absence is one confirmed by a note from the Dean's Office, Student Services, the Learning Center, or verified with a doctor's note (within 24 hours of illness). Death in family should be confirmed with Student Services.

Documentation is required for sports. Coach should email a note to instructor confirming matches, meets, departure time for away games, or anything that would require absence from class. Practice is not an excused absence.

Job interviews or doctor's/dentist's appointments are not to be scheduled during class.

Missing Portions of Class: The following count as unexcused absences

- ❑ More than 15 minutes late for class
- ❑ Failure to bring supplies to class
- ❑ Failure to return from break
- ❑ Leaving class half an hour or more early
- ❑ Being tardy more than 3 times. Tardiness: being 5 to 15 minutes late for class

Students: If you are late or absent, it is your responsibility (not the professor's) to find out what you missed and to catch up in a timely manner.