AR 231 Z PUBLICATION DESIGN

Spring 2008 Syllabus and Projects

ART 231Z PUBLICATION DESIGN Spring 2008

Wednesdays from 6:30-10:00

INSTRUCTOR:

Chris Neyen

Email

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COURSE DESCRIPTION

The design of magazines, books and brochures involves collaborations between writers, designers, and editors. Through the design of several types of publications, students learn how to analyze and organize interrelated levels of written and visual narratives. Design, research, planning, editing, and computer skills are developed and combined with the investigation of a clear and appropriate design vocabulary. Projects will be done in a Macintosh platform utilizing the software programs Indesign and Photoshop. Prerequisite: AR 131.

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 the visual dialogs of publications.

- 1 Think, then design. Understanding of concept produces successful design.
- 2 Critical social thinking in context with liberal arts studies serves as a well for thoughtful design solutions.
- 2 Working design from sketching out ideas, through the design process and building comprehensive's.
- 3 Understand typographic design structure; how a grid works; an organizational system of content.
- 4 Familiarization and with a number of prominent publication designers both contemporary and historical.
- 6 Understanding the responsibilities of an Art Director and the staff of a publication.

COURSE REQUIREMENTS

- Come to class; arrive on time. See dept. attendance policy.
- Class participation in discussion's, critiques and lectures is required. 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 3-7 hours per week on outside of class preparation and home assignments.

ACADEMIC HONESTY POLICY

Refer to the Art Departments policy.

GRADING:

- A -Exceptional
- B Above Average
- C -Satisfactory-Meets basic requirements but lacking in effort, content, and/or skill.
- D –Below Average
- F -Failure
- Your class grade and per project grade is determined by:
- Conceptual thinking, effort, execution and finish quality.
- Projects handed in late grade will be lowered by 1 letter grade.
- The 4 big projects account for 70% of your grade. In-class exercises, participation and home assignments 30%.
- Any project may be revisited for a higher grade.

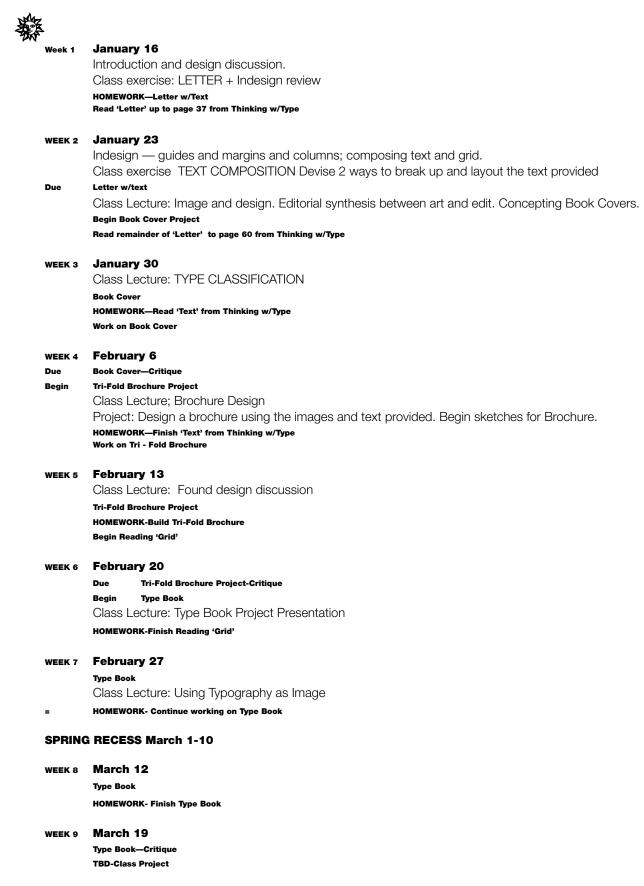
REQUIRED TEXT:

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

SUPPLIES TO BRING TO CLASS:

- Syllabus, Class book: Thinking With Type
- Your sketchbook or notebook
- X-acto with sharp blades
- A roll of Scotch double stick tape.
- A portable flash drive

- 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



EASTER RECESS

WEEK 10 March 26

Introduction to Magazine project Class Lecture: Introduction to magazine design, content and structure. Specialization on covers. Class work-2 Magazine Covers HOMEWORK- Read magazine design handout

WEEK 11 April 2

Magazine project Class Lecture: Service pages or F.O.B. (front of book) HOMEWORK-Finish FOB page

WEEK 12 April 9

Magazine project Class Lecture Feature Design. Project: Feature Design

Class work 2 Feature and Covers

HOMEWORK-Covers and Features

WEEK 13 April 16

Magazine project Class Lecture: Cohesiveness of the project.

HOMEWORK-Finish project matte on black board



week 14 April 23 LAST CLASS Magazine Project Critique