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

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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

Week 1 **January 16**
Introduction and design discussion.
Class exercise: LETTER + Indesign review
HOMEWORK—Letter w/Text
Read 'Letter' up to page 37 from Thinking w/Type

WEEK 2 **January 23**
Indesign — guides and margins and columns; composing text and grid.
Class exercise TEXT COMPOSITION Devise 2 ways to break up and layout the text provided
Due   **Letter w/text**
Class Lecture: Image and design. Editorial synthesis between art and edit. Concepting Book Covers.
Begin Book Cover Project
Read remainder of 'Letter' to page 60 from Thinking w/Type

WEEK 3 **January 30**
Class Lecture: TYPE CLASSIFICATION
Book Cover
HOMEWORK—Read 'Text' from Thinking w/Type
Work on Book Cover

WEEK 4 **February 6**
Due   **Book Cover—Critique**
Begin   **Tri-Fold Brochure Project**
Class Lecture; Brochure Design
Project: Design a brochure using the images and text provided. Begin sketches for Brochure.
HOMEWORK—Finish 'Text' from Thinking w/Type
Work on Tri - Fold Brochure

WEEK 5 **February 13**
Class Lecture: Found design discussion
Tri-Fold Brochure Project
HOMEWORK-Build Tri-Fold Brochure
Begin Reading 'Grid'

WEEK 6 **February 20**
Due   **Tri-Fold Brochure Project-Critique**
Begin   **Type Book**
Class Lecture: Type Book Project Presentation
HOMEWORK-Finish Reading 'Grid'

WEEK 7 **February 27**
Type Book
Class Lecture: Using Typography as Image
=   **HOMEWORK- Continue working on Type Book**

SPRING RECESS March 1-10

WEEK 8 **March 12**
Type Book
HOMEWORK- Finish Type Book

WEEK 9 **March 19**
Type Book—Critique
TBD-Class Project

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