

ART 231 Publication Design Spring 2009

Monday and Wednesday evenings, 6:30 to 9:00 p.m.

Instructor: Chris Neyen neyen@rcn.com

I am available for meetings with students a half an hour before and after class by appointment.

I am also always available by email and it is likely that I will respond to student inquiries in a timely manner.

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 of 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.

Class Format:

Class meets every Monday and Wednesday at 6:30 p.m.

Lateness is unacceptable and will affect your grade (see Art Department Attendance Policy).

Arrive at class on time and prepared to work. Have assignment ready as specified the previous week.

File format and storage:

All projects will be stored in the class file folder in your personal file in the following manner:

Create a central file folder for each project. In that file place the project file –named in this way; (name_project.ind) Include all art files(photo) and eventually font files. Have a “working” or “in process” folder for extra files, old versions and experiments.

A pdf file of your final for every assignment MUST be emailed to me at neyen@rcn.com at the completion of each project.

It must be names as such name_project.pdf

Class Time:

Is just that—keep ichat, online games, and things of that nature outside of class.

Check your e-mail before or after class.

No cell phones. No Ipod. Your full attention during class is required.

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.
- 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.

Attendance:

Attendance is required. Missing classes without consulting me with a valid reason will affect your grade.

Art Department policy: **After the first unexcused absence, final grade will be dropped by one full letter.**

After the third 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.

Materials:

A sketchbook/notebook-that works as a journal for sketches and notes.

X-Acto knife

1 roll of double stick tape

Suggested: Metal cork backed ruler and cutting board.

Required Reading:

Required Reading

Thinking With Type: A critical guide for Designers, Writers & Students

by Ellen Lupton, Princeton Architectural Press, 19.95

Disability statement:

Students who wish to request accommodations in this class for a disability should contact Mr. Joe Kempfer, Assistant Director of Learning Services for Disability Support, 1307 Main Street (extension 1510). Accommodations cannot be provided until authorization is received from the office of Learning Services.

Academic Honesty Policy: Plagiarism of design in any form will not be tolerated and will result in a zero or F. Concepts and layouts must be your thoughts and ideas. Be aware that I am well versed in historical and current design trends.