

ART 231PM Publication Design

MONDAY AND WEDNESDAY 6:30-9:00

PROFESSOR / CONTACT INFO

Chris Neyen

Main Contact – email

I am available by appointment. before or after class.

CLASS DESCRIPTION & OBJECTIVES

The design of magazines, books and brochures involves collaborations between writers, designers, and editors. Through the design of numerous 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, Illustrator and Photoshop. Prerequisite: AR 131.

CLASS FORMAT

This is a studio class, therefore you will work in class on your projects AND be expected to work outside of class on your own. Expect to devote between of 5–10 hours each week to assignments and lab work in addition to class meetings. Lab availability schedules are posted on the outside each lab. Plan accordingly and do not enter when another class is in progress.

All assignments are due at the beginning of class the day that they are due, otherwise they will be counted late. Late projects will be dropped a letter grade for each day that they are late. You are not to be printing, cutting, or mounting your work at the beginning of class.

You are required to email me a pdf of your finished work on the day that it is due.

REQUIRED TEXTS OR MATERIALS

Text: Required Reading: Subscribe to 1 of the following.

Communication Arts

Print

How

Cutting Mat 12x18

X-Axto No.1 or Gripster Knife [holds no. 11 blades]

Metal cork backed ruler

GOALS FOR CLASS

The aim of this class is to enhance the student's development of conceptual thinking and understanding of how editorial and design come together to form the visual dialogs that are 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.

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Attendance:

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

- For classes that meet twice a week (most full-unit studio courses, most day art history classes): 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.
 - For classes that meet once a week (half-unit studio courses, seminars, evening art history courses): 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.
 - For classes that meet three times a week (MWF day art history classes): After the third unexcused absence, final grade will be dropped by one full letter. After the fifth 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.

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.**
- **Class projects account for 80% of your grade, In-class exercises, participation and home assignments 20%.**
- **Any project may be revisited for a higher grade.**

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.

Class Time: Is just that—keep ichtat, online games, FACEBOOK, 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.

Please be respectful of the class and your fellow students.

ART 230 Typography and Information Design

MONDAY AND WEDNESDAY 1:15-3:45

DATES FOR SPRING:

- 1-18 Classes start (also MLK Day, but classes do meet)
- 2-26 Mid-Term
- 3-6 to 3-14 Spring Break
- 3-18 Faculty Show opening.
- 3-26 NY Trip **
- 4-2 Good Friday, no classes
- 4-5 Easter Monday, no DAY classes (evening classes meet)
- 4-25 Senior Show opening in Payne Gallery
- 4-30 Last day of class

PROJECTS & DATES (subject to change)



Week 01 | Introduction, Syllabus, class format, review of mac. Exercise 1

Week 02 | Poster Project

Week 03 | Poster Project

Week 04 | Ad Project

Week 05 | Ad Project

Week 06 | Ad Project

Week 07 | T-Shirt Project

Week 08 | T-Shirt Project

Week 09 | Brochure Project

Week 10 | Brochure Project

Week 11 | Magazine Project

Week 12 | Magazine Project

Week 13 | Magazine Project

Week 14 | Magazine Project



Week 15 | Final Review, Bring All Projects, Instructor will meet each student individually.