

ART 231 Spring 2011 Publication Design

TUESDAY AND THURSDAY 1:15-3:45

Instructor: **Chris Neyen**

Main Contact: neyen@rcn.com – 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 on a Macintosh platform utilizing the Adobe 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 also be expected to work outside of class on your own. Expect to devote between 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.

REQUIRED TEXTS OR MATERIALS

Text: Publication Design Workbook Timothy Samara

Cutting Mat 12x18; • X-Acto No.1 [holds no. 11 blades]; • 18 or 24 Metal Cork Backed Ruler • Journal/Sketch Book • USB Flash Drive

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 dialogues that are publications.

- 1 Understanding that a well conceived concept will produce a successful design.
- 2 Design from sketch to finish; understanding design fundamentals, communication objectives and organized systems of content.
- 3 Realize integration of the liberal arts curriculum as a wellspring for thoughtful design solutions.
- 4 Familiarization and understanding communication design in relevant historical context.
- 5 Students will fine tune their presentation skills in relation to discussing their work and that of fellow students

Attendance:

- For classes that meet twice a week: 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

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 after the due date will result in the grade being lowered by 1 letter.
- Class projects account for 70% of your grade, In-class exercises, participation and home assignments 30%.
- Any project may be revisited and resubmitted 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.

Course Requirements/ Student Responsibilities:

- **Treat class time as an opportunity**
- **Arrive on time. See dept. attendance policy.**
- **Class participation in discussion's, critiques and lectures is required.**
- **All assignments are submitted professionally as instructed 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 work handed in after the due date will be deducted a letter grade.**
- **Always strive for excellence.**
- **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 at all times.**
- **You are required to email a pdf of all finished projects on the due date.**

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PROJECTS & DATES (subject to change)



Week 01 | Introduction, Syllabus, Class Format.
ID exercise • Book Cover

Week 02 | Book Cover - Tuesday–5 Sketches DUE
Thursday–Studio Time

Week 03 | Book Cover DUE -Tuesday Class Critique
Begin Ad Project
Thursday–10 Sketches DUE

Week 04 | Fluevog Ads -Tuesday–Studio Time
Thursday–Studio Time

Week 05 | Fluevog Ads DUE Tuesday –Class Critique
Begin Brochure
Thursday–Studio Time

Week 06 | Brochure Tuesday Studio Time
Thursday–Studio Time

Week 07 | Brochure DUE Tuesday Class Critique
Tuesday–Begin Magazine
Thursday–Studio Time

Week 08 | Magazine Cover

Week 09 | Magazine FOB

Week 10 | Magazine FEATURE

Week 11 | Magazine FEATURE

Week 12 | Type Spec Book Project

Week 13 | Type Spec Book Project

Week 14 | Type Spec Book Project

Week 15 | Type Spec DUE

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



Reading:

Introduction

Thinking *Content, Message, Organization*
Page 10 33

Reading:

Reading

Reading *The Typography of Publications*
Page 33 59

Reading:

Building *Structure and Integration*
Page 60 86

Important dates for Spring 2011:

1-17	Mon	Classes start
1-27	Thurs	6:30 Payne opening, Emilio Dilorio: The Figure morning – Soph Review for Juniors and Seniors (transfers, etc.)
1-28	Fri	evening Ackerman lecture, Mirko Ilic, graphic designer and activist
3-2	Wed	Mid-Term, start of Spring Break
3-4	Fri	Return from Spring Break
3-14	Mon	6:30 Payne opening, From the Page's Edge / Jane Schaffer
3-17	Thurs	Sophomore Review
4-1	Fri	NY Trip
4-8	Fri	Trustees (thru 4-15)
4-13	Wed	A D Coleman Lecture (tentative)
4-14	Thurs	Good Friday (no classes)
4-22	Fri	Easter Monday (no day classes – evening classes meet)
4-25	Mon	Classes end
4-29	Fri	Exams and Critiques, thru 5-6
5-2	Mon	Baccalaureate
5-13	Fri	Commencement
5-14	Sat	