

## course info

z: tues/thurs 6:30-9:00pm  
South Campus

## professor info

Instructor's name: Elizabeth Krenos  
E-mail address: **ekrenos@gmail.com**  
Telephone number: To be given at class.  
Office Hours: Anytime via email!

## Course Description

**231. Publication Design.** Designing of magazines, books, and brochures which requires frequent collaboration between writers, editors, and designers. In this class, you will learn how to analyze and organize written and visual narratives. Research, planning, editing, and computer skills will be developed and combined with a clear and appropriate design vocabulary. Macintosh platform utilizing InDesign and Photoshop will be used.

## Course Goals

- To introduce and familiarize you with the principles of publication design.
- Create strong compositional designs through the use of format, grid, rhythm, direction, balance, and repetition; creating compositions that describe stories or excerpts of text visually.
- Solve visual problems by expressing ideas through the creative use of images and text.
- Recognize elements of and produce professional-quality design.
- Gain a strong skill of rapid and strong idea generation through thumbnail sketches.
- Demonstrate your understanding of publication design, as well as your understanding of design fundamentals, through the sharing of ideas during group critiques.
- Sharpen your knowledge and skills of the three main types of design programs: vector-based (Adobe Illustrator), raster-based (Adobe PhotoShop), and page-layout (Adobe InDesign).

## Course Requirements

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. Each class will generally begin with a class discussion, design lesson, or group critique. It is extremely important whatever your career, that you have the ability to interpret, express, and communicate ideas to others. There will be some computer instruction every class. You will have homework every class, and most of the time, there will be some kind of assignment due. **Be on time.** Come to class prepared to work and have all sketches, readings and materials ready as specified in the previous class or on the syllabus.

- **No Facebook, iChat, Instant Messaging, or anything similar during class.**
- **Be present during class. And don't do your freelance work during class.**

The professor for this class is commuting from a full-time place of employment and as a result of involuntary circumstances (traffic, road work, etc.) may arrive after the scheduled class start time. It is expected that the students remain in the classroom, working on the current assignment, unless noted otherwise through email or from the art department. Please check email frequently prior to each class.

## **Grading**

### Attendance/Class Participation/Homework—25%

If you are more than 15 minutes late to class, it does not go unnoticed. Absences affect your work, so they affect your grade. E-mail or call beforehand if you are going to miss a class. Two unexcused, missed classes will drop your grade by one letter. (Refer to the Art Department Attendance Policy.) **Example:** If you have an A in the class and miss two classes, unexcused, your grade will now be lowered to a B. I will give one unexcused class (no questions asked), in the interest of mental health. When you are absent from class, it is **your duty** to get the information covered in class from one of your fellow classmates. I do not have time to do this for you. **Excused absences** (sickness, with a note from the health center or family doctor; death in the family with documentation; other extenuating circumstances) require you to make up the work missed. Make arrangements with me to make up work in an appropriate time frame. Unexcused absences seriously affect your grade. Plan ahead and talk to me if you need to miss a class. If you are involved in a sport, please see me as soon as possible in the beginning of the semester, bring me a schedule of your games (and other meets/games) that might conflict with class. Talk to your coaches and then talk to me and we will plan ahead so that you do not fall behind.

### Attendance Policy of the Department of Art and Moravian College.

After the first unexcused absence, the final grade will be dropped one full letter. After the third unexcused absence, the student will receive a failing final grade. An excused absence is one confirmed by a note from the Dean's Office, Student Services, or verified by a Doctor's note within 24 hours of the illness. Documentation is required for sports and disability considerations. Missed portions of class count as unexcused absences as follows: 1) more than 15 minutes late for class, 2) failure to return from break, 3) leaving class more than a half hour or more early, and 4) tardiness, being 5 to 15 minutes late for class, more than 3 times.

### Withdraw

Note that if you do not feel that you have the skills to do well in this course you are recommended to submit for a Withdraw. Unless you officially withdraw from the course, by the "Withdraw Deadline", you may owe money and receive an "F" as your final grade.

### Projects—75%

Each project is graded on three aspects:

- **Creativity/Problem Solving:** How well was the problem solved and how creative was the solution?
- **Presentation/Execution:** Neatness and a level of professionalism in the completed work. Did the work utilize the computer program efficiently and with authority or was the student guided by the program? Were the design principles used efficiently? How well is the work presented? (This includes professional attitude and attire)
- **Deadline/Attitude:** Was the project handed in on the day specified and in a positive mental attitude?

**note** Late project: Five points off final project grade will be deducted for each class-day late.

## **project submission**

My guidelines are "real world". On time. Professionally-done. The habits you form here can enhance your level of success after graduation. Clients employ and depend on designers who are not only skilled, talented, flexible, and good communicators, but who are **reliable**. Talent does not meet a deadline—planning and discipline does. Discipline is just another word for good work habits.

## FAQ

### What if I'm absent from class and I have a project or assignment due?

Absences from class do not excuse you from a deadline. Call and notify me how I should be expecting to receive your project. Have a friend, classmate, relative, or a messenger service deliver it to me. FedEx overnight is an option, marked in my attention.

### What if I was really lost on a project and didn't know what to do?

Please talk to me as soon as you may be having trouble. I can only help if you ask.

### What if the computer crashed and I lost my work? Or the printer wasn't working?

There will be technical problems—this is no excuse for missing a deadline.

## talk to me

If you need to see me, please make arrangements to meet with me. The best way to reach me is my e-mail. I am on the computer most of the day and check e-mail more frequently than I would like to admit. You can call me on my cell. If I am unable to answer, leave a message and I will return your call at my earliest convenience. I will try to stay after class for a while since I am not on campus during the day. Please feel free to come ask me questions or talk about any concerns you may have.

## Supplies

- Portable mass storage device: USB Flash Drive (2GB). You may use your own firewire or USB drive of comparable or larger size. External harddrives are also acceptable, but you will need the USB in addition to.
- A medium sized sketch book (for thumbnails and sketches of ideas)  
Suggested sketch book: Strathmore Drawing medium, 24 sheets, 80 lb.
- Folder for handouts (Since we will not be using a text book this term there will be a lot of handouts! Make sure to keep these organized . . . it will be your responsibility to keep track of your handouts.)
- Several (3–4) **black** matte boards (32"x40" **NOT** foam core)
- Although cutting boards, spray mount, tape, and xacto knives are supplied, you may want to purchase your own so they are available to you at all times. It is your responsibility to have all projects handed in on time. Not being able to find necessary tools in the lab or someone used all the spray mount (or double sided tape) will not be a valid excuse for not having a project handed in on time! (Double sided tape may be used, but not in all instances.)
- Pencil and eraser & extra fine sharpies for sketching

### Suggested text (strongly suggested for graphic design majors)

- *Illustrator CS5 for Windows and Macintosh (Visual QuickStart Guide)* by Elaine Weinmann, Peter Lourekas
- *InDesign CS5 for Macintosh and Windows (Visual QuickStart Guide)* by Sandee Cohen
- *PhotoShop CS5 (Visual QuickStart Guide)* by Elaine Weinmann, Peter Lourekas

## Sketchbook

Your sketchbook will become an extension of you while in this class. This book will become your "think tank". It will count as a project grade at the end and will be critiqued in your final review. Do not take this loosely!

Thumbnails!! For each project you are assigned, you will be expected to come up with many thumbnail sketches before you even think about designing on the computer. Resist the urge! **It doesn't matter if you think it looks bad or not**—as long as you can get your idea across, you have a powerful tool. This does not come easy to most. You will need to work on it and train yourself, just as you will be working on your computer skills.



# Studio Materials – Important Notes

## **I. Drafting Tables in Room 8 – IMPORTANT**

Our drafting tables are a valuable resource and are used by students in many classes.

Surfaces must be kept clean and undamaged. Any cutting must be done using one of the grey cutting mats (stored in Room 8) and NOT done directly on the drafting tables.

Anyone caught cutting (or using a utility knife or mat cutter) directly on the drafting tables will be billed for the cost of a table top.

## **II. Safe Handling of Oil Paint, Printing Ink and Solvents:**

1. Oil paint, printing ink and solvents are flammable. Never use near an open flame or while smoking.
2. Always use paint, printing ink and solvents in a well-ventilated area with proper air circulation. Even odorless turpenoid produces vapor that must be ventilated.
3. Never store oil paint, linseed oil or oily rags in lockers, closets or confined, unventilated spaces. Oil paint and linseed oil can spontaneously combust, causing a potential fire hazard.
4. Always dispose of oil paint, printing ink and paper towels used for clean-up in the metal cans provided in the art rooms. These cans are marked for that purpose. Metal cans are emptied on a daily basis.
5. Never dispose of solvents, turpenoid or mineral spirits of any kind in the sinks. Pouring solvent down the sink is illegal and environmentally dangerous. Always dispose of solvents in the 5-gallon metal can marked Used Turp provided in the art room. Can must be kept closed except when adding solvents.
6. Wear latex gloves for hand protection and old clothes or an apron to protect your clothing.
7. Students should always use an appropriate fireproof metal container for long-term storage of oil paints, printing inks, linseed oils, and solvents. All containers will be stored in the OSHA-approved cabinets provided in the art building.
8. Be aware of the fire extinguishers in the area you are working and how to access them if needed.
9. Wash your hands well after you are finished handling paints, inks and solvents.

## **III. Safe Handling of Acrylic Paints and Gesso:**

1. All paints including acrylic paints and gesso should be used a well-ventilated area.
2. Discarded acrylic paint and rinse water from brush cleaning should never be disposed of in the sink. Always use acrylic waste disposal container provided in the art rooms for that purpose. The used rinse water will be screened to remove paint particles.
3. Wear latex gloves for hand protection and an apron for protecting your clothing.

## **IV. Spray Paint, Aerosol Glues, Fixatives, and Spray Lacquers:**

1. Never smoke or use near open flame. Spray paints and fixatives are extremely flammable.
2. Only use aerosols in the spray booths provided in Room 8 and Room 9.
3. Turn on the spray booth first, and follow the instructions on the can. Avoid breathing these vapors; they are a health hazard.
4. After the work has dried, discard scrap papers in the metal cans provided.
5. When finished, turn off spray booth and store spray cans in fireproof metal container with other flammable paints, oils, etc.

Remember, it is up to you to follow the instructions and procedures provided.

By handling these materials properly, you will minimize the risk of accidents to yourselves and the environment.

I have read this document. I am aware of the proper safe handling procedures and agree to follow them.

Signed: \_\_\_\_\_  
Name Date Course number/section

*(This document should be returned to the art office, where it will be kept on file until the course is concluded.)*

# Syllabus Agreement

By signing this agreement, I acknowledge that I have read and understand the terms of this course (ART231z).

I, \_\_\_\_\_ have read,  
(First) (Last)  
understand, and agree to the terms of the syllabus for this course.

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 (Date)

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 (Signature)

\*\*\* Do NOT discard any of your final project; you will be required to bring all to your Final Review on 12/13.  
(Find a safe place to store them neatly throughout the semester.)

## class schedule subject to change

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01.17/Tues	Lecture	Introduction of myself, course, lab and classmates Discuss syllabus, course requirements and grading A look into Publication Design What is Publication Design? Introduction to Design Cxs
	Assignment	For next class, bring in a book, brochure, or magazine you believe is developed from a strong design (Be prepared to give concrete reasons why.) Work on Design Cxs, bring any questions to next class
01.19/Thurs	<b>Due</b>	<b>Present Successful Publication Design Assignment</b>
	Lecture	Introduction to Design corrections
	Classwork	studio to work on Design Cxs
	Assignment	Finish Design Cxs for next class
01.24/Tues	<b>Due</b>	<b>Design Cxs</b>
	Lecture	Discuss the purpose of the last assignment; what were some difficulties you experienced? How could these be made easier? Introduction to Project 1: CopyCat Design Part 1
	Classwork	studio to work on CopyCat Design
	Assignment	continue working on the CopyCat Design
01.26/Thurs	Lecture	Discuss the design layout process; using a grid
	Lesson	How to set up an InDesign file for a book
		Review on PDF creation and Printing in InDesign
	Classwork	studio to work on CopyCat Design
	Reading	Handout on using style sheets in InDesign
	Assignment	Finish your CopyCat Design Part 1 for next class (save as a PDF)
01.31/Tues	<b>Due</b>	<b>CopyCat Design Part 1 (working critique)</b>
	Lecture	Discussion on reading
	Lesson	Discuss the design process; using master pages, templates, and styles How to create a <i>Book</i> file in InDesign and save as a <i>Book</i> PDF
	Classwork	Copy Cat Design Part 2 (interior)
	Assignment	continue CopyCat Design Part 2
02.02/Thurs	Lecture	Class discussion on different Book Designs Deriving a concept for a Book; different elements in Book design (where to begin) Introduction to Project 2: Book design
	Classwork	Studio to finish CopyCat Design Part 2 for next class or Book Design
	Assignment	CopyCat Design Due for next class (cover and interior sections due; 3 files total)
02.07/Tues	<b>Due</b>	<b>Working critique on Project #1: CopyCat Design / completed Parts 1 and 2 (PDF saved and printout handed in at start of class)</b>
	Lecture	Discussion on Book Design: book layout and set-up
	Lesson	How to being your Book Design; InDesign file set-up
	Classwork	Begin thumbnail sketches and develop a concept for your book design
	Assignment	Book Design thumbnail sketches due

02.09/Thurs	<b>Due</b>	<b>Book Design thumbnail sketches</b>
	Lecture	A closer look at shorthand correction mark-ups Individual meetings to review thumbnail sketches
	Classwork Assignment	Studio class to work on Book Designs Work on the cover for your Book Design
02.14/Tues	Lecture	Discussion on different Book cover designs
	Classwork	Studio class to work on cover design
	Assignment	Finish up your Book Design cover for next class (save as a PDF for a working critique)
02.16/Thurs	<b>Due</b>	<b>Book Design cover (for working critique at the start of class)</b>
	Lecture	Book Design and the interior
	Lesson	Style Sheet set-up; develop some styles as a class
	Classwork	Studio class to work on interior design <b>note:</b> <i>At the end-of-class you will hand in everything you have on your book design to this point for close review (to be handed back to you next class with mark-ups).</i>
	Assignment	Continue working on your Book Design
02.21/Tues	Lecture	Hand back mark-ups on Book Design and discuss
	Lesson	How to make necessary cxs using Find/Change feature and Style Sheets
	Classwork	Studio class to work make any necessary cxs, and to cont. Book Design
	Assignment	Book Design due next class for a crit! (Mounted and saved as a PDF)
02.23/Thurs	<b>Due</b>	<b>Critique on Project #2: Book Design (begins at start of class)</b>

## MIDTERM

02.28/Tues	Lecture	Creating an advertisement for your book <b>note:</b> <i>This Book Ad may be used as a part of your final project—please keep in mind and don't lose these files!</i>
		Introduction to Project 3: Brochure Design
	Lesson	Book Ad file set-up Creating an eps file from InDesign
	Classwork Assignment	Book Ad creation Finished Book Ad to be handed in next class (save PDF and print out) Begin thumbnail sketches for the Brochure Design
03.06–03.08	<b>OFF- Spring Break</b>	
03.13/Tues	<b>Due</b>	<b>Book Ad working crit (PDF saved and printouts handed in at start of class)</b>
	Lesson	InDesign file set-up for Brochure Design
	Classwork	Studio class—working on Brochure Design
	Assignment	Thumbnail sketches on Brochures due for review next class Continue working on the Brochure Design concepts and file set-up
03.15/Thurs	<b>Due</b>	<b>Brochure Design Thumbnails</b>
	Lecture	Individual meetings to review thumbnail sketches
	Lesson	a review of how to make a clipping path Tips on making successful photo edits
	Classwork Assignment	Studio class—working on Brochure Designs Work on Brochure Design



03.20/Tues	Lecture Lesson Classwork Assignment	What is a Blow in Card? Creating a Blow in Card (create one as a class) Studio class—work on Brochure Design or Blow in Cards Blow in Card Due next class (save PDF and print out) <b>note:</b> <i>These may be used in your Final Project (don't lose this file)!</i>
03.22/Thurs	<b>Due</b> Classwork Assignment	<b>Blow in Card (PDF saved and printouts handed in at start of class)</b> Studio class—Brochure Design Work on Brochure Designs
03.27/Tues	Lecture Classwork Assignment	Introduction to the Final Studio class—Brochure Design Brochure Design due next class for a critique (mounted and saved as a PDF . . . Don't forget to bring a "working comp" to the critique) *Begin researching a magazine to redesign for your final
03.29/Thurs	<b>Due</b> Lecture Lesson Assignment	<b>Critique on Project #3: Brochure Design (begins at start of class)</b> Discuss the Final in greater detail: presenting a redesign How to develop specs for a magazine redesign Bring your selected magazine for the Final to next class

## WITHDRAW BY FRIDAY (03/30)

04.03/Tues	<b>Due</b> Lesson Classwork Assignment	<b>Magazine selection for Final due for approval</b> Tutorial on magazine design Studio: develop specs for redesign (to be handed in) Work on Magazine Redesign: complete your specs to hand in next class
04.05/Thurs	Lecture Classwork Assignment	Individual meetings to review Magazine redesign elements Studio class—Magazine Redesign (Final) Be prepared to present your plans for the redesign to the class (This will be a professional-like presentation; be prepared and be sure to bring a sample of the original magazine you will be redesigning) The NY trip is this Friday; bring completed NY Trip Assignment to Tuesday's class
04.10/Tues	<b>Due</b>  Classwork Assignment	<b>Present Plans for Magazine Redesign to the class</b> <b>(note: this counts as an individual grade)</b> Studio class—Magazine Redesign (Final) Be sure to be well into the cover design for the Final
04.12/Thurs	Lesson  Classwork Assignment	Designing a logo in Illustrator Merging programs: Bringing elements into InDesign from other programs Studio class—Magazine Redesign (Final) Cover design of Final due for working critique next class (save as a PDF in PAWN, bring a color printout to be handed in)

04.17/Tues	<b>Due</b> Lecture Lesson Classwork Assignment	<b>Redesign of the magazine cover: working critique</b> What are the different elements that make up a magazine Developing a department design: using a grid system Studio class—Magazine Redesign (Final) Continue to work on the cover and department designs Begin your research for the feature design (bring ideas to review next class)
04.19/Thurs	Lecture Lesson Classwork Assignment	Developing a Feature design Design a feature design together: getting started Studio class—Magazine Redesign (Final) Bring your interior (department and feature) designs to next class for a working critique. (Save as PDF in PAWN)
04.24/Tues	<b>Due</b> Lesson Classwork Assignment	<b>Interior of Magazine redesign: working critique</b> Designing a Table of Contents page (TOC) Studio Work on Final
04.26/Thurs	Classwork Assignment	Studio work on Final <b>Sign up for Individual Final reviews (12/13)</b> <b>We will review all redesigns next class as a working critique</b> <b>(all sections will be saved as PDFs in PAWN)</b> <b>Be sure to have a scan or PDF of the magazine you have chosen to redesign</b> <b>(this is for comparison)</b>
05.01/Tues	SAVE THIS DATE! FINAL REVIEWS All elements of the FINAL project are to be mounted for final presentation	Time to be determined