

Publication Design

TWO HUNDRED THIRTY ONE
SPRING 2014
MONDAYS AND WEDNESDAYS
1:15PM-3:45PM

Instructor: Kirsli Spinks

contact: kirsli@moravian.edu

office hours: Monday/Wednesday 4-6, Thursday 1-3

art department office number: 610.861.1680

Note any messages received after 4:30pm will not be received until the following morning.

room: Priscilla Payne Hurd (South) Campus
South Hall (Art), 104

course description:

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.

required textbooks:

Art Direction & Editorial Design by Yolanda Zappaterra

required supplies:

portable hard drive (minimum 250 gig)
one process book (sketchbook, unlined paper or graph paper—no perforations, maximum size 8.5"x11")
folder/notebook for handouts
several (4-5) sheets of black matboard (32"x40" 4-ply)
pens/pencils and eraser and extra fine sharpies for process books
ruler (at least 17") metal and cork backed
White 3/4" artist tape
Tracing Paper Roll (24" x 20 yard, can be found at Dick Blick)
X-Acto No.1 or Gripster Knife {holds no. 11 blades}
spray mount or other mounting supplies

course goals:

- The practice of realizing the conceptual through the pictorial.
- Thorough understanding of type form, and type classifications.
- Working knowledge of creation of typographical hierarchies
- Visual thinking in creation of image through typography
- Understanding of the process of creating strong concepts and composition
- The ability to engage in intelligent dialogue about typography, design and your own work

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 during class. You will have homework every class, and most of the time, there will be a class exercise to complete. **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. Because we are in the digital age, you must be willing to embrace the technology around you and spend time learning the software applications, printing and hardware functions. You have a vast amount of information available to you: use it! In order for you to be self-sufficient, you need to be proactive. Engage with your classmates. Use the help menu. Ask three before me. Find tutorials online. Trial and error.

Students should expect to work 8-10 hours per week outside of class to adequately prepare for this class.

Time Required Outside Class: (estimate)

- 9 hours per week preparing projects, sketching, and reading for class, x 15 weeks = 135 hours
- Preparation time for quiz = 2 hours
- Field trip to NY, or alternate trip = 12 hours
- Visiting artist presentation 2 hours

Saving and disposing of artwork:

- You should be saving your work for your final portfolio as well as your sophomore review, if you have not already completed it.
- All work must be removed from the design lab by the end of the semester, or it will be disposed of.
- Leaving matboard in the labs without your name on it makes it free game for anyone who needs matboard.

BE RESPONSIBLE**Attendance:**

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.

Disability Statement:

Students who wish to request accommodations in this class for a disability should contact Elaine Mara, assistant director of learning services for academic and disability support at 1307 Main Street, or by calling 610-861-1510. Accommodations cannot be provided until authorization is received from the Academic Support Center.

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 own thoughts and ideas. Be aware that I am well versed in historical and current design trends. **PLAGIARISM IN ANY FORM WILL NOT BE TOLERATED.** Please view the academic honesty policy in the Student Handbook for more information.

class etiquette:

Come to class prepared and ready to work. Projects must be finished by the beginning of class unless otherwise noted. Ichat, AIM, ICQ, MSN, Facebook, skype e-mail, online games or anything not related to class assignments will not be tolerated. If found on one of these sites or using one of these programs you will be asked to leave and you will be considered absent from class.

You may listen to music on headphones, however this must be kept at a minimum volume (I should not be able to hear your music) while the whole group is doing work. You should be able to hear me when talking to the class, I should not have to ask your neighbor to tap you on the shoulder.

Mobile phones will not be tolerated. They must be switched off at the beginning of class and not turned back on until leaving. No playing with phones while I am speaking, demonstrating or presenting material. This is considered rude and disrespectful.

NO FACEBOOK, TEXTING, EMAILING OR ANY OTHER TYPE OF MESSAGING DURING CLASS.

You may not leave class early unless I have given you permission.

When class is in session we will behave as if we were in a professional environment. Think about how you would behave if you were at your job. Once again, this is an advanced level class in preparation for the next step; please behave like a professional.

projects and dates (subject to change)

| Week | Date | Monday | Date | Wednesday |
|-------------|-------------|--|-------------|---|
| 1 | 1/13 | <p>Syllabus, mac review, process book, Brief overview of publication design. What is Publication Design?</p> <p>Bring to Next Class: two examples of a book, brochure, magazine or newspaper you feel has a strong design. Bring two examples of a book, brochure, magazine or newspaper you feel has a weak design. Be able to explain why</p> <p>Project 1: Copycat Designs Due: 1/22 Read: Art Direction & Editorial Design Pages 6-26</p> | 1/15 | <p>Present: Successful Publication Design</p> <p>Lecture: Design corrections</p> <p>Read: Art Direction & Editorial Design Pages 28-72</p> |
| 2 | 1/20 | <p>MLK Day No class!</p> | 1/22 | <p>Project 1 Due Discussion</p> <p>Project 2: Book Design Due: 2/12</p> |
| 3 | 1/27 | <p>Lecture: Book Design InDesign Tutorial Class Exercises</p> <p>Read: Art Direction & Editorial Design Pages 74-89</p> | 1/29 | |
| 4 | 2/3 | <p>Lecture Class Exercises</p> <p>Bring examples of book design to class</p> <p>Quiz on Anatomy and other subjects covered in the reading</p> <p>Read: Art Direction & Editorial Design Pages 90-114</p> | 2/5 | <p>InDesign Tutorial - Beginning Book Design Class Exercises</p> |
| 5 | 2/10 | <p>Lecture - Book Cover Design Class Exercise</p> | 2/12 | <p>Project 2 Due Critique</p> <p>Project 3: Brochure Due: 2/26</p> |

| Week | Date | Monday | Date | Wednesday |
|-------------|-------------|--|-------------|--|
| 6 | 2/17 | Mid-Term InDesign Tutorials Class Exercise Lecture: Brochure Design Forms and Tables Read: Art Direction & Editorial Design Pages 117-133 | 2/19 | What is a blow in card? Create one in class Class exercises Lecture |
| 7 | 2/24 | Class Exercises Lecture - Newspaper design Read: Art Direction & Editorial Design Pages 152-158 | 2/26 | Project 3 Due Critique Project 4: Magazine Redesign Due: 4/16 Research and bring in magazines that need redesigning after break |
| 8 | 3/3 | Spring Break No Class! | 3/5 | Spring Break No Class! |
| 9 | 3/10 | Discussion of Magazine redesign | 3/12 | Lecture: developing specs creating a successful redesign Class exercises |
| 10 | 3/17 | | 3/19 | Final Magazine Decision due Magazine Tutorial Hand in Spec sheets |
| 11 | 3/24 | Presentations on Redesign: This will be a professional presentation. You will be pitching to your editorial team. Be sure to bring an original copy of the magazine | 3/26 | Class Exercises Lecture |
| 12 | 3/31 | Lecture: Cover designs Class exercises | 4/2 | Individual Critiques |
| 13 | 4/7 | Exercises: Using the Grid System Designing a feature | 4/9 | Working Critique |
| 14 | 4/14 | TOC Class Exercises | 4/16 | Project 4 Due: Critique (be sure to have a scanned copy of your original magazine to turn in) Project 5: Booklet Due 4/23 |
| 15 | 4/21 | Lecture Class Exercises | 4/23 | Project 5 Due: Critique Final CD Due/Projects on PAWN/Process Books Scanned |
| 16 | 4/28 | Final Exam Week | 4/30 | Final Exam Week |

grading:

Projects: 50%

Exercises: 15%

Participation: 10%

Quiz: 10%

Process Books: 15%

Standard numeric grading scale:

| | | | | |
|------------|------------|------------|------------|------------------|
| A = 94-100 | B+ = 87-89 | C+ = 77-79 | D+ = 67-69 | F = 59 and Below |
| A- = 90-9 | B = 84-86 | C = 74-76 | D = 64-66 | |
| | B- = 80-83 | C- = 70-73 | D- = 60-63 | |

- Grading for a course in studio art must be in harmony with its goals. Competency and understanding of the methods and materials of this course is easily measured objectively. Creativity (concept) and craftsmanship (form) is more a matter of subjective determination. Effort, time and progress, along with participation, will also be a factor in determining grades. Projects receive a grade that is based on technical accomplishment and concept.
- Grades for an unexcused absence from a scheduled critique will be penalized 10%. No extensions will be given for an assignment without a legitimate reason.
- Missing critiques, test, or presentations are not permitted.
- Late projects will receive a penalty of 10% of a grade for each day it is past due.
- Incompletes will not be given except under the most extreme circumstances.

A grade of A is a special accomplishment and is the result of consistently going beyond the basic requirements laid out for the course. Grades are earned.

Here is a summary of the requirements for a grade of A for this course:

- Consistent, On Time Attendance.
- All work submitted on time.
- Class participation as described in syllabus.
- Innovative & meaningful solutions for all assignments
- Technical expertise.
- Productive use of class time.
- Regular use of open lab time.
- Clean, well-crafted presentation.

PLEASE NOTE: The instructor reserves the right to make changes in any aspect of this syllabus/schedule for the sake of content improvement of scheduling changes due to class cancellations or due date rescheduling.

Lab Rules:

Clean up after yourselves. This is your lab, keep it neat so others can enjoy it too. All spray mounting must be completed in room 8 at the Spray Booth. There will be no spraying of spray mount, fixatives or any thing else in the design labs. Cutting should only be completed on cutting mats provided and there is to be no cutting of matboard on the rotary cutters.

Tumblr Account:

You will be keeping a Tumblr account in addition to your process books. You will be assigned projects on this account which will go towards your exercise grade. You must follow the other students in the class and create a dialogue on and off the computers with your fellow classmates.

Spec Sheets:

Be sure to include a spec sheet on the back of ALL of your final designs. This includes, typeface choice, sizes, weights, colors uses, and other pertinent information.