

# Publication Design

TWO HUNDRED THIRTY ONE  
SPRING 2015  
MONDAYS AND WEDNESDAYS  
1:15PM-3:45PM

**instructor:** Kirsli Spinks  
**contact:** kirsli@moravian.edu  
**office hours:** office hours: Monday-Wednesday 11:30-12:30, Thursday 12-3

**art office:** 610.861.1680  
**NOTE:** Any messages received after 4:30pm will not be received until the following morning.

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

**required text:** Art Direction & Editorial Design by Yolanda Zappaterra

**required materials:**

one hard-back, bound, process book (unlined paper or graph paper—no perforations, max size 8.5"x11")  
folder/notebook for PROJECT SPECS, exercises, readings, handouts, and technical information sheets, etc.  
several (4-5) sheets of black matboard (32"x 40" 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)  
2-3 magazines for redesign  
book binding supplies (TBD)  
CD and sleeve or case for Final Portfolio

**course description:**

ART 231-Publication Design. Designing of magazines, books, and brochures requires frequent collaboration between writers, editors, and designers. In this course, 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. Industry standard Macintosh software and equipment will be utilized including: Adobe Illustrator, InDesign, and Photoshop.

**Prerequisite: Art 230**

**course objective:**

To introduce students to the principles of publication design and engage students in projects that produce a variety of professional-level printed pieces.

**course goals:**

Students will:

- Create strong compositional designs through the use of format, proximity, alignment, grid, rhythm, direction, balance, and repetition; create compositions that visually describe messages, information, stories or excerpts of text
- 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 understanding of publication design and design fundamentals through sharing of ideas during group critiques
- Sharpen knowledge and skills in the industry standard design software: vector-based (Adobe Illustrator), raster-based (Adobe PhotoShop), and page-layout (Adobe InDesign).
- Engage in intelligent dialogue about communication, publication design, and their 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. 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. Expect to work 8-10 hours per week outside of class to adequately prepare for this class.

**time required outside class: (estimate)**

- Preparing projects, (lab time) sketching, and reading for class, 9 hours x 15 weeks = 135 hours
- Preparation time for quiz = 2 hours
- Field trip to NY, or alternate trip = 12 hours
- Field trip assignment time = 3 hours
- Visiting artist presentation = 2 hours
- Preparation of final portfolio CD (including assessment, revising, archiving and burning) = 6 hours
- Gallery openings in Payne Gallery and HUB = 4 hours

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.

**attendance:**

Be on time. Come to class prepared to work and have all ideas, readings and materials ready as specified in the previous class or on the syllabus. Absences from class do not excuse you from a deadline. Moravian Art Department Attendance Policy (see below) will be strictly enforced.

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 an ORIGINAL 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

**disability statement:**

Students who wish to request accommodations in this class for a disability should contact Ms. Elaine Mara, Assistant Director of Academic & Disability Support, located on the first floor of Monocacy Hall (extension 1401). Accommodations cannot be provided until authorization is received from the Academic & Disability Support office.

**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. . Please view the academic honesty policy in the Student Handbook for more information.

**cleanliness and lab rules:**

It is the job of every student to leave the classroom better than the way they found it. Disrespecting your environment and those around you implies poor participation and will affect your grade. We will discuss lab rules in class. Please no food or open drink containers in the lab at any time. Clean up after yourselves. This is your lab, keep it neat so others can enjoy it

too. All spray mounting/fixatives/etc. must be completed in Room 8 at the Spray Booth. Cutting must be done on cutting mats provided and there is to be no cutting of matboard on the rotary cutters.

**miscellaneous information:**

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.

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.

**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.

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.

**questions, concerns or comments:**

It is your responsibility to ask questions if you do not understand something. I cannot read your mind. If you need to see me, please arrange to meet with me. The best way to reach me is by e-mail. I am on the computer most of the day and check email often. Please feel free to ask me questions or talk about any concerns you may have.

**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.**

**PUBLICATION DESIGN-ART 231 A**

**COURSE SCHEDULE**

Week		Monday		Wednesday
1	1/19	DISCUSS: Syllabus, Google drive, process book, schedule, and brief overview of Publication Design ASSIGNMENT: ONE (1) example of a book, brochure, magazine or newspaper you feel has a strong design and ONE (1) example you feel has a weak design. Be able to explain why. DUE NEXT CLASS READ: <i>Art Direction &amp; Editorial Design</i> pp. 6-26	1/21	DISCUSS: Successful/Unsuccessful Publication Design IN-CLASS LAB: Install examples in Process Book PROJECT 1: Copycat Designs DUE: 1/28 READ: <i>Art Direction &amp; Editorial Design</i> pp. 28-72
2	1/26	LECTURE: Anatomy & Vocabulary: Magazines and Books IN-CLASS LAB: Work on Project 1	1/28	PROJECT 1 DUE: Copycat Designs PROJECT 2: Book Design Due: 2/18 INDESIGN TUTORIAL: Review multi-page documents HW: Bring books for redesign to next class
3	2/2	LECTURE: Book Design-discuss books IN-CLASS LAB: Begin sketching ideas for books READ: <i>Art Direction &amp; Editorial Design</i> pp. 74-89	2/4	PHOTOSHOP TUTORIAL: Preparing images for print, resolution, color space, format, color correction, and cropping (review) IN-CLASS LAB: Work on Project 2
4	2/9	TUTORIAL: Preparing files for print, preflight, and package IN-CLASS LAB: Work on Project 2 READ: <i>Art Direction &amp; Editorial Design</i> pp. 90-114	2/11	WORKING CRITIQUE: Project 2 HW: Study for Quiz on Anatomy, Vocabulary, and Readings
5	2/16	Quiz: Anatomy, Vocabulary, and Readings INDESIGN TUTORIAL: Flowing & Editing Text (review) IN-CLASS LAB: Work on Project 2	2/18	PROJECT 2 DUE: Book Designs PROJECT 3: Brochure Due: 3/4 HW: Research WWF Animal for Advocacy
6	2/23	LECTURE: Brochure Design INDESIGN TUTORIAL: Forms and Tables IN-CLASS LAB: Begin sketching ideas for brochures READ: <i>Art Direction &amp; Editorial Design</i> pp. 117-133	2/25	IN-CLASS EXERCISE: Calendar Due at the end of class
7	3/2	Process Books Due for review in class IN-CLASS LAB: Work on Project 3 READ: <i>Art Direction &amp; Editorial Design</i> pp. 152-158	3/4	PROJECT 3 DUE: Brochure PROJECT 4: Magazine Redesign Due: 4/15 HW: Bring in magazines that need redesigning after break
8	3/9	SPRING BREAK!! NO CLASSES! HAVE FUN!	3/11	SPRING BREAK!! NO CLASSES! HAVE FUN!
9	3/16	Magazine Redesign Discussion IN-CLASS LAB: Begin sketching ideas for magazines	3/18	LECTURE: Developing the Design Brief IN-CLASS LAB: Work on Project 4 Design Brief
10	3/23	InDesign Tutorials: Master pages, page numbers, sections, style sheets, etc. (review)	3/25	NYC This Week! PROJECT 4: Magazine Design Brief Due LECTURE: Designing a feature and using Grid Systems

Week		Monday		Wednesday
11	3/30	PROJECT 4: Presentations on Redesign This will be a professional presentation. You will be pitching to your editorial team. Be sure to bring a copy of the original magazine. FEEDBACK SESSION LECTURE/TUTORIAL: Table of Contents	4/1	Lecture/Demo: Book/Magazine Binding Techniques TENTATIVE: Creating a digital magazine for web and e-publication
12	4/6	TENTATIVE: Creating a digital magazine for web and e-publication (cont.) INDIVIDUAL CRITIQUES: Project 4	4/8	WORKING CRITIQUE: Project 4
13	4/13	IN-CLASS LAB: Work on Project 4 PROJECT 5: Booklet Due: 4/29	4/15	Sophomore Review This Week! PROJECT 4 DUE: Magazine Redesign
14	4/20	Process Books Due for review in class	4/22	IN-CLASS LAB: Work on Project 5
15	4/27	IN-CLASS LAB: Work on Project 5 Final Portfolio CDs/Process Books Scanned	4/29	PROJECT 5: Booklet Due Final Portfolio CDs/Process Books Scanned
16	5/4	FINALS	5/6	WEEK