

Publication Design

Design of magazines, books, and brochures requires collaboration between writers, editors, and designers. Students learn to analyze and organize written and visual narratives. Research, planning, editing, and computer skills are developed and combined with clear and appropriate design vocabulary. Macintosh platform utilizing InDesign, Photoshop, Illustrator and Acrobat.

Prerequisite: Art 131.

ART 231 — Publication Design

Class Meets

Spring 2016 MW 1:15 PM-3:45 PM 1/18/2016 - 4/27/2016
Priscilla Payne Hurd (South) Campus, South Hall (Art), 104

Time Required Outside Class: (estimate)

- Preparing projects, (lab time) sketching, and reading for class, 84 hours
- Preparation time for tests 1 hour each x 3 tests = 3 hours
- Field trip to NY, or alternate trip = 12 hours
- Gallery openings in Payne Gallery and HUB = 4 hours

Important Dates

January

4	Mon	College offices reopen
18	Mon	Classes Begin – MLK Day – classes held, offices open
21	Thurs	6:30-8 pm Payne Gallery Reception – Poverty - We're All Homeless (installation)

February

8	Mon	4:30 pm HUB Gallery closing reception – Seminary MLK Show
10	Wed	4:15 pm Visiting Artist lecture, Kurt Kauper, Prosser Auditorium in the HUB, North Campus
		5:30 pm HUB Gallery reception – Artists as Activists poster show – InFocus
17	Wed	6:30 pm Kappa Pi Honor Society Induction Ceremony
26	Fri	Mid-Term

March

5-13	Sat-Sun	Spring Break
17	Thurs	6:30-8 pm Payne Gallery Reception – Biennial Faculty Show public reception
25-27	Fri-Sun	Easter Break

April

8	Fri	NY Trip
13	Wed	4:30 pm HUB Gallery closing reception – Women's Show
21	Thurs	beginning of Senior Thesis Show (reception on May 14 after graduation)
29	Fri	Classes End

May

2-6	Mon-Fri	Exams and Critiques
13	Fri	5:00 pm Baccalaureate
14	Sat	10:00am Graduation
14	Sat	2-4pm Payne Gallery – Senior Thesis Show Closing Reception

Professor

Camille Murphy, Office Hours by Appointment.

Please contact me via Blackboard or email at murphyc@moravian.edu

Art Office phone number, 610-861-1680

Course Textbook

Designing the Editorial Experience: A Primer for Print, Web, and Mobile Paperback

– May 15, 2014 by Sue Apfelbaum (Author), Juliette Cezzar (Author)

Course Goals

- Gain a thorough understanding of the foundations and principals of Publication Design
- Learn about the disciplines of Editorial Design.
- Develop critical thinking skills while exploring and solving graphic design problems
- Learn the process of creating strong concepts and composition
- Engage in intelligent dialogue about graphic design and your own work

Grading

Student performance will be evaluated based upon the following criteria:

- Assignments: 100 points each = 1000 Points
- Tests: 100 points each = 300 Points
- Midterm: 400 Points, Final: 300 Points
- Attend 2 Design/Art Events = 100 Points
- Grade equals percentage earned against possible 2100 points. For example if your total points earned are 1800, then $1800/2100 = 90.4$, or an A-.

Standard numeric grading scale

A	94-100	B -	80-83	D +	67-69
A -	90-93	C +	77-79	D	64-66
B+	87-89	C	74-76	D -	60-63
B	84-86	C -	70-73	F	below 60

Due Dates and Late Work

Projects are due on the dates listed in the calendar. All late work will be graded down a full letter grade for each week that it is late.

Cheating and Plagiarism

Your instructor routinely uses the plagiarism detection devices, Turnitin.com, Safeassign, and Google to uncover acts of plagiarism.

The College expects students to observe academic integrity in all aspects of their academic life, including the conduct of their examinations, assignments, and research. All members of the College community share the responsibility of creating a climate of academic integrity, based on fairness to others and respect for oneself. Violations of academic integrity are treated very seriously. Plagiarism (the act of copying, stealing, or representing the ideas or words of another as one's own without giving credit to the source), cheating on examinations, and all forms of academic dishonesty are forbidden. Students found guilty of such behavior are subject to appropriate disciplinary action, which may include a reduction in grade, a failure in the course, suspension, or expulsion. Cheating on exams, quizzes, projects or papers will not be tolerated and will result in a 0 or F.

Attendance

Consistent attendance will be critical to your success in our class. 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. You are expected to arrive on time with all your materials ready to work. If an emergency arises you must send an email prior to our class meeting.

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. Students may be excused from class, with advanced notice, for games or matches, but not for practice. Students should provide the instructor with a schedule, if they know you will be missing any classes due to a game or match. Practice is not an excused absence. Students must make arrangements to cover any missed class material and turn in assignments on the appropriate date.

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

- Arriving 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.

Disability Statement

Students who wish to request accommodations in this class for a disability should contact the Academic Support Center, located in the lower level of Monocacy Hall, or by calling 610-861-1401. Accommodations cannot be provided until authorization is received from the Academic Support Center.

Student Conduct

No student may interfere with another student's opportunity to learn. Any behavior that interferes with the progress of this class will not be tolerated. If you have an unresolved conflict during the class, you must meet first with the instructor of the course in an attempt to resolve the problem. If the results are unsatisfactory, you should next contact the department chairperson. If the results are still unsatisfactory, you should contact the Academic Affairs Office.

Required Materials

All students enrolled in digital design and media courses are required to have an external hard drive or cloud service for storage of work.

- one hard-back, bound, process book (unlined paper or graph paper—no perforations, maximum size 8.5"x11")
- pens/pencils and eraser and extra fine sharpies for process books
- ruler (at least 17") metal and cork backed
- X-Acto No.1 or Gripster Knife {holds no. 11 blades}

Design Events

- Each student must attend at least 2 design events in addition to the required field trip this semester, and submit proof that they attended. For campus events, attendance will be taken.
- This will be listed as an assignment, that you need to make to submissions to on the online grading system. Submission must include one 6 sentence paragraph summarizing the experience.
- Each event is worth 50 points of your final grade out of 2000 points total.

Guest Speaker(s) and/or Event(s)

To be announced

Schedule and outline subject to change.

Schedule by week

Midterm

Society of Publication

Designers 2016 Student Design

Competition: Project consisting of editorial design that demonstrates your technical capabilities and ability to follow project guidelines in Adobe Photoshop, Illustrator and InDesign.
<http://www.spd.org> (*Cost \$10 + shipping*)

Final

Complete Magazine, Social Media and Digital Version:

The full magazine, (20 pages minimum) printed with Blurb.com, plus full social and digital versions.
(*Cost \$5.99 + shipping*)

1/18 Week 1 — Introduction

Introduction to course, discussion of the course objectives, Introduction to Publication Design

Reading: Read Pages 1-60 and study for Test

Assignment 1: Start Project 1: Editorial Project, Select Topics and Start SPD Contest

1/25 Week 2 — Elements of Editorial Design

Reading: Read Pages 1-60 and study for Test

Assignment 2: Moodboards, Research, Thumbnails and Sketches

2/1 Week 3 — Typography and Layout

Critique Sketches

Lab: Indesign Review, Working with Fonts, specifying text for print, Industry Standard File Setups, Understanding Print Specifications, Trim Marks, Full Bleed, Trim Sizes, Safe Area/Margins.

Reading: Read Pages 1-60 and study for Test

Assignment 3: Round One - Set-up InDesign files (3 directions) with Grid, Layers, Guides, FPO, and Style Sheets

2/8 Week 4 — Prototyping and Production

Monday Test: Pages 1-60

Wednesday: Critique Round One

Reading: Read Case Studies p64-153 and Study for Test

Assignment 4: Round Two - Three versions

2/15 Week 5 — Imagery

Wednesday: Critique Round Two

Working with Images - from Photoshop and Illustrator to InDesign, Resolution, Image Quality, Preparing Images for Print, Retouching.

Reading: Read Case Studies p64-153 and Study for Test

Assignment 5: Round Three - Refine Final Version

2/22 Week 6 — Refining and Creating Final Files

Wednesday: Critique Round Three

Refine and create final files

Reading: Read Case Studies p64-153 and Study for Test

Assignment 6: Midterm

2/29 Week 7 — Midterm Presentation

Print-outs, .pdf mark-ups, print instructions and final collected files prepared to enter contest. Send files to the contest. Minimum cost: \$10 plus shipping

Monday Midterm Test: Case Studies p64-153

Wednesday: Midterm Presentation and Critique

3/7 Week 8 — Spring Break, No Class

3/14 Week 9 — Editorial Branding

Masthead/logotype design for editorial

Reading: Read Case Studies p154 - 217 and Study for Test

Assignment 7: Moodboards, Research, Thumbnails and Sketches for logo and cover

3/21 Week 10 — Masthead & Cover Design

Wednesday: Critique logo research and sketches

Adobe Illustrator Review, creation of logotypes for the Masthead

Reading: Read Case Studies p154 - 217 and Study for Test

Assignment 8: Masthead and Cover Round One

3/28 Week 11 — Interior Design

Wednesday: Critique Round One

Advanced InDesign, set up of master pages, style sheets and grid system.

Reading: Read Case Studies p154 - 217 and Study for Test

Assignment 9: Interior Design, Social and Web Round One

4/4 Week 12 — Printing and Binding Methods

Wednesday: Critique interior design round one

Discuss various printing and binding methods along with Industry specifications.

Reading: Read Case Studies p154 - 217 and Study for Test

Assignment 10: Full Magazine, All Deliverables Round Two

4/11 Week 13 — Final Lab

Monday: Critique of full final drafts

Wednesday Final Test: Case Studies p154 - 217

Final: Send final files to Blurb.com for printing Minimum cost: \$5.99, 11 days for shipping. (there is an option to pay more for express shipping) Due in 2 weeks

4/18 Week 14 — Social Media and Website

Refine Social and website versions of editorial content.

4/25 Week 15 — Final Magazine Due

Final presentation and critique