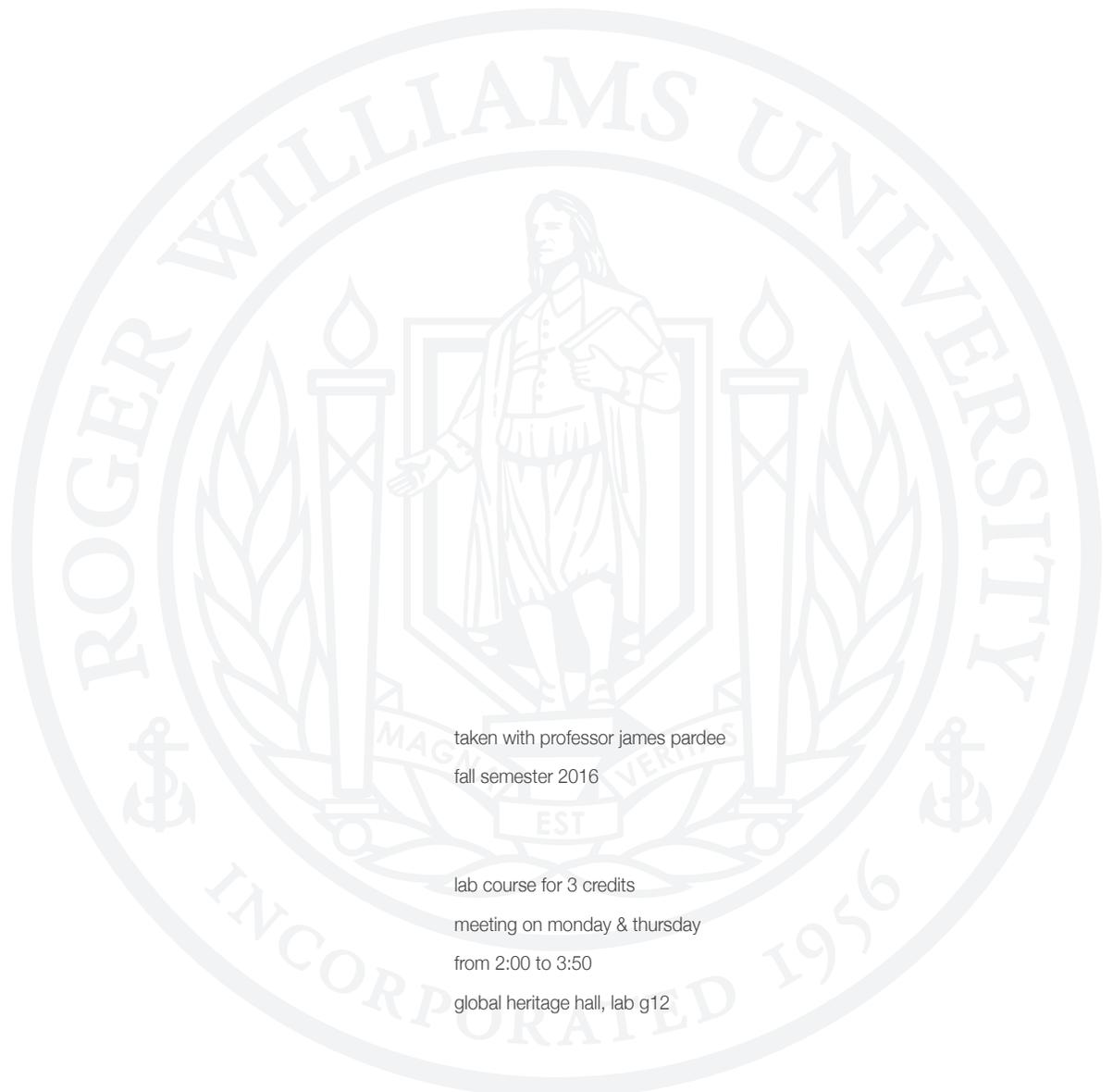


PUBLICATION DESIGN

dsgn.320.01



taken with professor james pardee
fall semester 2016

lab course for 3 credits
meeting on monday & thursday
from 2:00 to 3:50
global heritage hall, lab g12

office: ghh 304 - monday from 12:30 to 1:30

jpardee@rwu.edu

prerequisites for course dsgn 100, dsgn 110 and dsgn 210

course description

Fulfills a course requirement in the Graphic Design Core Concentration. Students produce a publication prototype and companion web site. The strengths and limitations of both print and electronic publication design are studied to create a visual collaboration between both formats. A masthead, contents page, feature spread designs, and home page are among the requirements of the course. Traditional book design including the history of publication design is discussed. Class time is spent in the Macintosh Computer Lab unless otherwise specified.

introduction

This course will focus on print publication layout using industry standard software and acceptable techniques used in the industry. Your typography skills, understanding of color and development of layout will be strengthened and built upon. Approaching each project as you would in a studio or in-house setting will be explored. You will be asked to work and complete three projects ranging in different sizes and overall scope throughout the semester. Each project will be independent yet the skill set learned will be improved on and adapted while utilized across all three. Each project will carry a certain amount of research that must be documented through the entire process.

approach

Each project will have specified due dates during the course of the semester. The outline for each project will follow a tight and rigorous schedule with milestones that should not be ignored. These milestones that will be set during the course, should be followed closely. As each aspect of a project relies on one another, falling behind will cause major delays in the implementation of your rationale and solutions. More importantly, not receiving critical feedback and having proper time to digest the criticism, will hinder your ability to improve and further your skills. Throughout this course, you will rely on external criticism and feedback. The subject matter of each piece is intended for people to read and engage with your design. So everyone, anyone, can be of great help to your design. Understanding where to place the importance of often conflicting feedback is crucial and a skill that will strengthen during the course.

Understanding the importance of methods in printing and the software used to develop the end design pieces will be covered in more depth as the semester progresses. Each project that will be designed in class will differ just as each student will have different taste and subjects. Because of this, it will allow for a much diverse range in projects that will at times have different students being pushed in opposite directions as their project demands. Never does a one set of rules govern design, yet, the process and approach often will. Certain rules can be broken and yet some absolutely should not. Learning the limitations in the process will allow for creative solutions as each of you strive to develop a truly unique design.

Each assignment will be developed on screen and accompanied with multiple prototypes. Printing out your designs and seeing how they look off screen is vital. The contrast and quality of images and color along with type readability without the back glow of the screen, can only be perfected with prints. You will be asked to use software you have already used in previous courses and throughout this semester your knowledge will be strengthened.

This class is about problem solving but more importantly understanding your **content**. Knowing how your design will be interacted with should be a given in the equation. How to deliver it is the main problem. Allow the **content** to mold your solutions. Do not force an idea that does not go with the **content**.

Projects will be handed in with specified due dates. We will begin working on the next project straight away. This will ensure ample time during class to on your designs and receive feedback right away. Craftsmanship will be just as important and you will need to take this into account when allocating time and resources. Brand new blades at your disposal, long and sturdy straight edges and of course a large cutting mat will be tools necessary.

preparedness

Please come to each class prepared to show progress with the current project. Be sure to have continued your work outside of class and arrive with a substantial amount of work to show. Pay attention to the project handout and check the milestones outlined in the time line.

Just as in other design classes and projects, the first solution seldom yields the strongest result. Taking your design off screen and looking at your solutions in the proper environment is important. You will be printing often and your final print will require the appropriate paper stock. Be sure to have multiple printing options to make the most effective choice. Your rationale and executions will evolve over time and you must document this progression. Your layouts should be printed and placed in your sketch book with notes written over your printed pieces. You must keep track of feedback. Not only from classmates and myself but from other people who will provide invaluable insight into your layout solutions. Each project has a different target so finding many different angles of interpretation will be helpful in the development of your overall design piece.

On crit days, do not expect to come in class and print out of your work before the crit begins. Class crits will begin immediately so all students have ample time to show their work and receive the critical feedback from fellow classmates. Then when time allows, the remainder of class will be spent reflecting and absorbing the criticism. You will decide which feedback will be useful and which will be set aside. Then look at how this feedback and insight can help strengthen your project. These crits are vital to learning how one can articulate reasons for their design choices and re-evaluate those reasons. Please do not miss classes when a crit is scheduled.

Projects are due on their date without any exceptions. If you miss a due date, your project will be docked a full letter grade for every class that passes. No exceptions. You will find that these projects will require work done outside of class time. Please balance your work and do not fall behind. You may resubmit any project for grading except for a project handed in late. You will have until the last week of classes to resubmit any project.

It is recommended a total of four to seven hours a week will be spent working on projects outside class. You will gauge rather quickly how much time will be needed outside of class to complete and progress your ideas and concepts. As in many aspects of life, there is not an exact formula for creating a piece or learning a subject matter.

evaluation

You will be evaluated in the following areas:

- the design and aesthetic appeal of the layouts
- the uniqueness of the solution for the project
- craftsmanship and finished appeal of the project
- research of the project
- participation

The projects will require a decent amount of research and dedication to understanding how a person interacts with a variety of publications.

Different contents require a different approaches. The content is important as it attracts a unique demographic. This demographic will and should influence your design choices. With that in mind, choose a subject matter that you yourself is familiar with.

gained knowledge

The end of the semester you will have an understanding of what goes into producing a magazine and book. You will have developed your layouts using the appropriate software and designed within a set of rules governed by the industry. Pushing these guidelines and finding unique solutions will have been explored even if ultimately the finished design has been brought back in terms of ambition. Your type treatment and use of color and image within a balanced composition will be strengthened. Your craftsmanship and finishing ability will as well be built up and become stronger.

absences

You are allowed to miss a maximum of three classes after which your final grade will be affected. The fourth missed class will drop your final grade a half a letter. Every class after will drop your final average a full letter grade. Please see me immediately if an issue arises. Do not let things get out of control and find that you have missed six classes and over your head. I am here to help in whatever way I am able to.

Define the Problem

What is the task at hand? Who is the target audience?
 What is the purpose of this project? What are the parameters? Why should the end piece exist?



Research

Look at the subject, find similar projects and look at the Environment the design will reside. The more information collected, the stronger your decisions will be which will result in stronger And smarter design solutions.



Brainstorm Ideas

Even before sketching, allow that research to set in. Ask more questions like, what should the tone be and what is the proper message that will come across to the viewer?



Sketch Concepts

Allow your ideas to morph and take directions you may not of thought earlier, get all your thoughts out on paper whether through illustrations or note taking. The more ideas that flow during this process, the quicker you will be in identifying which design ideas will work and which will fail going forward.



Develop the Concepts

Design multiple complete solutions for the concepts. Follow through with a bad design to a point where you can pinpoint it's failure.



Reconstruct / Reevaluate / Rethink

Take a step back and look at those completed concepts. Print them out to get away from the harsh glowing screen and see the design in the proper setting. Be honest with yourself.



Crit & Feedback

From your professor, from your classmates, from your roommates to friends and strangers, all hold a different level of authority for criticism but none should ever be considered less relevant from the start.



Finalize & Execute

Prepare for the final print and make sure presentation is superb.

grading criteria

The following is a general guideline that will be used in grading your work during this semester. As you work on projects, it would be wise to ask yourself where your project fits within the scheme of the below outline.

A

Quality Of Project Uniqueness Of Conception And Execution Of Finished Design Piece

Overall project exceeds expectations. Excellent concept and developed project to the highest quality. Zero flaws in typographical skills and properly executed overall intention. From conception to completion, the project goes above and beyond.

Effort And Level In Which Project Stands Against Other Work

Student has set the bar for oneself very high and project stands apart from other work being created. Work continues to improve as semester progresses and builds on previous project(s).

Participation In Critique

Excellent verbal skills and highly participating in critique. Not only the explanation of self's work but also opening dialogue with other students about their own design.

B

Quality Of Project Uniqueness Of Conception And Execution Of Finished Design Piece

Very good design and solid concept. Final project meets expectations and none or very little errors in typographical elements. Possibly does not stand out as being the best work in class. Maybe conceptually, the project could had been stronger.

Effort And Level In Which Project Stands Against Other Work

Project is comparable to all other work being developed. Level of design is the same straight across the board.

Participation In Critique

Good participation is class critique and decent verbal skills. Learning to explain your rational in your own design but also in seeing how another student could benefit from your own view.

C

Quality Of Project Uniqueness Of Conception And Execution Of Finished Design Piece

Decent design and concept could had been stronger. Overall execution could had been handled more effectively. Errors are apparent and need to be fixed. Concept is weak and/or execution needs to be stronger.

Effort And Level In Which Project Stands Against Other Work

Project lacks the designers capability and falls short of other projects and past projects. Far more effort needs to be committed to project.

Participation In Critique

Very little if any participation in class critique. Must learn how to verbally discuss your own design decisions.

books & magazines

Communication Arts Magazine - 6 issues per year

www.commarts.com

HOW Magazine - 4 issues per year

www.howdesign.com

Print - 4 issues per year

www.printmag.com

Layout Workbook by Kristin Cullen

ISBN-10: 1592533523

Color Design Workbook by Adams, Stone and Morioka

ISBN-10: 1592534333

Graphic Design Solutions by Robin Landa

ISBN-10: 0495572810

Designing with Type by James Craig

ISBN-10: 0823014134

Baseline Magazine - 4 issues per year

www.baselinemagazine.com

the short list

John Baskerville

Giambattista Bodoni

Neville Brody

Matthew Carter

William Caslon

Eric Gill

Frederic Goudy

Johann Gutenberg

Zuzana Licko

Erik Spiekermann

Hermann Zapf

materials

You will be required to have a sketch book designated solely for this class.

Whether you prefer to sketch out your ideas or jot down notes for each project, that is entirely up to you. In this class, simply getting to the end result is not good enough. The process of conceptualizing is as important as the final piece. The first ideas are seldom the best in design and it's best to have a track record you may view during this process.

Sketchbook

Straight Edge

X-Acto Holder

#11 X-Acto Blades

Adhesive Dispenser

Spray Adhesive

12 x 18 Cutting Mat

Quality Paper Stock

resources & references

Organizations

American Institute of Graphic Arts

Art Directors Club

Design Management Institute

Graphic Artists Guild

International Council of Graphic Design

St. Bride Library in London

Society for News Design

Emigre - www.emigre.com

Graphis - www.graphis.com

Paper

The Papermill Store

Paperworks

Finch

French

Gilbert

Hazen

Neenah

Wausau

Photography

123RF

Dreamstime

Fotolia

iStock

semester outline

introduction	01	09
no class : labor day	05	09
project 01 start	08	09
design a series of four [4] covers for a lifestyle magazine that focuses on one individual from one entity.	12	09
	15	09
	19	09
	22	09
class crit on all four design pieces	26	09
	29	09
project one due at beginning of class : project 02 start	03	10
design a book/magazine around a company with a minimum of five subsidiaries.	06	10
	11	10
	13	10
	17	10
	20	10
mini class crit on designs	24	10
	27	10
	31	10
	03	11
class crit on all design pieces	07	11
project two files due at end of class	10	11
final project start	14	11
design a script book that will focus entirely on type treatment	17	11
	21	11
no class : thanksgiving break	24	11
	28	11
	01	12
class crit on all design pieces	05	12
last day of class	08	12
final project due between 11:30 and 12:30 on monday or handed in before at your convenience	12	12

More details and information regarding the expected learning outcomes and rationale behind each assignment will be handed out as a separate work sheet and discussed before the start of each assignment.

The schedule could be tweaked due to unforeseeable events such as canceled classes due to weather. At which point a modified schedule will be mapped out and provided.