

21st Century Publication Design/Art Seminar 22 481
room AC#S215, S216

Edwin Jager

516AC

email is the best means to contact me: jager@uwosh.edu

If you must, call my office only: 424 7057

office hours: Tues/Thurs.: 12.40–1.40pm
or by appointment

class homepage: edwinjager.net/teaching/22-481 Art Seminar

facebook: UWO Design

21st Century Publication Design

This course will explore advanced projects in publication design for both print and digital applications. We will complete projects that explore user experience, format, workflow, layers, and interactivity. As always, we will be exploring the relationship of type to image; content to container; organic to systematic—continuing our investigation of typographic space.

Questions we will explore: How does our understanding of traditional page design translate to interactive formats? What new tools and hierarchies are required for mobile applications? How do traditional formats and methodologies translate to online and tablet formats? How do these tools of interactivity enhance or detract from the user's experience? How is unity in design achieved when the format adapts to the user's particular situation?

We will explore the skills and tools needed to communicate information across a variety of platforms. We will utilize the many digital tools, including Adobe InDesign's digital publishing tools, that have become indispensable for the creation of complex, unified and adaptable content. Most importantly, this course will provide advanced study in the theory and practice of multi-page, multi-modal design.

Assignments

You will complete the following assignments this semester: Responses to readings, workbook assignments and organization will also be factored into your grade.

1. Concertina 25%

Explore the contrast and collision of modern and post-modernist design by researching and presenting the work of two very different designers. Make their style your own by creating an original mash-up of rules and rule-breaking, while experimenting with alternative page formats.

2. Mailer 25%

Direct mail pieces bring marketing directly into the homes and hands of consumers. Competition for the viewer's attention and advances in technology have made this one of the most innovative fields of publication design.

3. Electronic Publication Design 25%

How do the lessons learned in print formats translate into digital books? Explore the advantages and limitations of a digital workflow.

4. Interactive Publications 25%

Develop a comprehensive digital publication that effectively utilizes the interactive capabilities of the medium and fully considers the user experience. Explore navigation, readability, and multimedia techniques.

Criteria

Each assignment, upon completion, is evaluated relative to the goals expressed at the introduction of the project. Projects will be evaluated for **Idea/Concept; Research/Preparation; Articulation/Technique; Presentation.**

Questions that are important to ask:

- How does the solution relate to the assignment goals?
- Are all the elements appropriate? Is the design modular, portable?
- Does the work express understanding of the concepts learned from lectures, readings, and demonstrations.
- Does the final submission demonstrate progress in the project development from beginning to conclusion?
- Have you experimented with grids and hierarchical devices?
- Did you ask appropriate questions to clarify assignment intentions?
- Have you organized your thoughts and research, sketches, drawings, trials, proofs and comprehensives?
- Do all design elements have corresponding research and notes?
- Did you research historical and contemporary design practice?
- Did you effectively discuss your work and the work of others during critique?
- How far did you go in exploring concepts, design and form?
- Did you submit proofs and evidence of experimentation?
- Have your abilities and experiences been tested? Did you sufficiently explore the available technology?
- Does the conclusion demonstrate personal growth?

Deadlines

To succeed as a professional in the field, you must be able to organize your work and meet deadlines. Each assignment will be discussed in critique. Sketches, Layout Diagrams and Comprehensives will all be required for critique during the project period. Lack of preparation will affect the research/preparation portion of your grade.

Final projects must be formatted according to the guidelines and ready for presentation at the beginning of class.

Projects that are not ready for critique at the beginning of class are reduced by **one grade step**.

Grade is further reduced for each class period that the project is not submitted.

Assignments are still due on the announced date even if you are absent. You are responsible for getting your work to me on time.

Independent Work

You will have time to work on projects in class but to complete assignments, you will need to spend considerable time working outside of the class period. Two hours of homework per hour of class is considered to be a good starting point. Graphic design requires significant creative development, technique and attention to detail. A great deal of your experience will be a result of practice and revision. The time you spend working will contribute significantly to your overall abilities in the discipline.

Workbooks

In addition to completed projects, you will maintain a project workbook, also called a journal or process book. This book is a record of your project research and includes assignments, lecture notes, drawings, reference material, notes, and intermediate stages. It is an important resource for your design practice where you work out assignment problems and present your ideas and interests to others. Proofing is an important aspect of this process. Printing your work regularly is required as you develop your ability to work back and forth between the screen and paper and to provide evidence of your progress. All designers keep a process book as a means to organize and present their ideas, process and work. Keep your materials. You will want to return to your workbooks in the future!

I look at your workbooks carefully when I evaluate your projects. Your contribution to critiques and discussion, through completion of assignments, drawings and comprehensives is essential to the success of the class. I look for evidence of proofing, research, image sources and a rationale for the type you use.

Use a three ring binder for this workbook so that you may add research over the course of the semester. You must develop a system for organizing your information within the structure of the binder that allows it to be accessible to you and others who may wish to see your notes.

Please print your **name** and the **class title** clearly along the spine in large block letters.

Binders are submitted along with each assignment and will contribute to your assignment grade.

Final Grade Calculation and Attendance

Final grades are calculated according to the percentages outlined in this syllabus. Letter grades are converted to numerical grades according to the chart in the student handbook.

You will work on your assignments in class and they will be a frequent focus of discussion. This class, instructor and fellow students are a valuable resource for you in your project development and you must take advantage of all of your opportunities. Do not engage in texting or social media during class time. Phones must be stowed for the duration of the class. Please avoid leaving the classroom during lectures or critiques. Assignments will be related to the lectures and discussions that take place over the course of the semester. It is important that you are present and punctual for class. If you are not present, arrive late, or leave early, you are not participating and your assignments will reflect this lack of dedication and participation. It is very important that you arrive for class on time and work for the entire period.

You will be allowed **two** unexcused absences this semester. Use these absences, if you must, for personal reasons and unverified absences, including the Chicago trip.

Absences beyond this limit will result in your final grade being lowered by **one grade step for each class missed**. Excused absences must be verified with a Doctor's Note or notice from the Dean of Students.

Three late arrivals and/or early departures will count as one absence.

Portfolios

Keep your projects handy throughout the semester. Do not throw them out or put them somewhere that you can't access them. All projects will be required for a group critique at the end of the semester. Also, take care to organize and back-up all of your computer files as electronic documentation of your work will also become due.

Lab Fee

Fifteen Dollars. Paid with course fees.

Color Printing Costs

Graphic communications is an expensive field. During this semester you will be required to print projects in color. You will be responsible for all costs related to color output and should budget accordingly.

Suggested Computer Manuals

Adobe InDesign CC: Visual Quickstart Guide Sandee Cohen
Photoshop CC (Visual Quick Start Guide) Elaine Weinmann
 and Peter Lourekas, *Illustrator CC (Visual Quick Start Guide)*
 Elaine Weinmann and Peter Lourekas

Suggested Reading

Typographic Design: Form and Communication, Rob Carter;
 Ben Day, Philip Meggs. *Notes on Graphic Design and Visual
 Communication*, Gregg Berryman; *Meggs, A History of
 Graphic Design*, Philip Meggs; *Pocket Pal—Graphic Arts
 Production Handbook*, International Paper; *Type and Image*,
 Philip Meggs; *Geometry of Design*, Kimberly Elam;
Typographic Workbook, Kate Clair

Magazines

At the Library—*Eye: the international review of graphic
 design*, *Graphis*, *Communication Arts*, *Print*

Also of Interest—*Baseline: international typographic
 magazine*, *I.D.* (International Design), *How*

Required Equipment

Digital Camera: Minimum 5 Megapixels
 Adobe ID

Recommended Equipment

Apple iPad or other type of tablet; smart phone

Required Textbook

Digital Publishing with Adobe InDesign CS6, Sandee Cohen and
 Diane Burns

Online Tutorials

uwosh.edu/lynda

Unattended Personal Effects

The Department of Art is not responsible for any personal
 items, materials, tools or artwork left unattended.

Grade:

Idea/Concept appropriateness of concept, originality, depth of exploration

Research/Preparation problem solving process documented: workbook is clearly organized, assignments, sketches, adequate proofing, additional information, research of solution elements, for example: typefaces, imagery, content, organization

Articulation/Technique formal qualities, technical aptitude, execution, layout, clarity of information and idea, evidence, through proofing, of revision, experimentation

Presentation spelling, consistent type, details, color matching, trim and mounting, labels and cover, tidiness, follow assignment guidelines/requirements, prepared to work and participate in critiques/discussions/lectures