

Publication DESIGN


 syllabus
course
schedule

CURTIS NEWBOLD |

OFFICE |

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PHONE

COURSE DESCRIPTION

As per the description in the course catalogue, this four-week class is designed as a workshop that addresses **BASIC** to **INTERMEDIATE** design principles and desktop publication skills. We will be using Adobe InDesign, Photoshop, and Illustrator to create a multiple-page, saddle-stitch bound booklet that demonstrates design and print publication know-how. By the end of this course, you can expect to know the following:

DESIGN PRINCIPLES

- Contrast
- Repetition
- Alignment
- Proximity
- Color
- Closure
- Face-ism Ratio
- Figure-ground Relationship
- Five Hat Racks
- Framing
- Highlighting
- Horror Vacui
- Mnemonic Device
- Picture Superiority Effect
- Red Effect
- Rule of Thirds
- Stickiness
- Symmetry
- Typeface

TECHNOLOGY SKILLS

- Photo-editing
- Vector Graphics
- JPG files
- PNG files
- PDF files
- PSD, INDD, and AI files
- Image resolution
- Margins
- Columns
- Gutters
- Drop Caps
- Leading, Kerning, Tracking
- Baselines shifts
- Ligatures
- Special characters
- Pull quotes
- Pen tool
- Drop shadows

PUBLICATION KNOW-HOW

- CMYK color
- RGB color
- Binding
- Bleeds
- DPI (dots per inch)
- PPI (pixels per inch)
- Bimap vs. Vector graphics
- Proofing
- Print terminology
- Print technology

COURSE TEXTS

For the course, we will be using four textbooks:

- The Non-Designer's InDesign Book*, by Robin Williams (ISBN 0-321-77284-9)
- Before and After: How to Design Cool Stuff*, by John McWade (ISBN 0-321-58012-5)
- The Official Adobe Print Publishing Guide*, by Brian P. Lawler (ISBN 0-321-30466-7)

COURSE **PROJECT**

Over the course of the class, you will be developing one final project: an 8-page, saddle-stitched pamphlet in full color for a client (organization) of your choice. The subject matter is entirely up to you and/or your client. You will demonstrate your skills and knowledge by producing a professional document that incorporates not only design principles, but print technology and publication savvy. Besides demonstrating effective use of design principles (CRAP, margins, gutters, white space, typeface, closure, rule of thirds, etc.), your project must specifically include the following:

- Eight *pages*, printed two-sided in full color on two 11x17 *pieces of paper*
- Saddle-stitch binding
- Bleeds on each page, cropped/cut accordingly
- No grainy or pixelated images (all must be in high resolution)
- At least two images that are not a traditional shape (they must, in other words, be cut/cropped from Photoshop, saved as PNG files, and imported into InDesign)
- At least one image that has been photo-edited (besides just cutting/cropping)
- At least one vector graphic that is demonstrated in more than one size on different pages
- At least one non-traditional *shape* (other than your images)—in other words, a shape you drew and designed your self
- At least one drop cap or initial cap
- At least one pull quote
- More than one typeface (but no more than three)
- Paragraphs with clear headings
- Adjustment to leading and kerning in at least one place
- A clear and informative title
- No major errors (in type or in layout design)

Your project will be critiqued on its demonstration of the above specifics in tandem with effective design and print publication skills.

PROJECT **COSTS**

For this project, you can expect to pay anywhere from \$2.00 - \$20.00 for printing costs, depending on the printer you take this to. Often, a two-sided 11x17 piece of paper will cost between \$1 and \$4 and you will be printing two of these, twice (once for peer review on December 1). If you have it cropped and saddle-stitched, it will cost more. You are more than welcome, though, to crop and staple it yourself.

OTHER **STUFF**

DAILY MATERIALS

Because this course is taught in a computer classroom, you will not be required to bring your laptops to class. However, you will need to be prepared to take and save notes as well as save any documents we work on in class. While saving documents through your email or (H:) drive is possible, you are encouraged to bring an external storage device, such as a thumb drive. We will also, on occasion, hand-draw designs.

Thus, for each class period, please bring the following:

- Your textbooks
- An external storage device
- A notepad and pen

TENTATIVE CLASS SCHEDULE

November 3 - Introduction to class, syllabus/project description, working in InDesign, working with type, CRAP principles

November 10 - Working with images, working with shapes, working with color, Photoshop & Illustrator

November 17 - Universal Principles of Design, McWade's Techniques, writing content, publication terminology, printing processes, binding

November 24 - No class, Thanksgiving

December 1 - Tour of printing facility, project peer reviews, workshopping

December 8 - Projects are due

GRADING

Your grade for this course is based strictly on your final project and attendance. Because we will cover so much each class, and because the course is only 4 weeks long, attendance is imperative. Your final project must demonstrate Master's level work and professionalism.

POLICIES

- The final project is due (in print and digitally) on December 8. There are no exceptions to this.
- Attendance is mandatory. Please be in class every week and notify me in advance if you will be late.
- Cheating will not be tolerated. Do not copy, borrow, mislead, plagiarize, lie, steal, or [insert cheating synonym here]. Period. Please see Westminster's Academic Catalog 2012 if you have questions.
- Students with Disabilities: Westminster College complies with Section 504 of the Rehabilitation Act of 1972 and the Disabilities Act and Amendments of 2009 (ADA AA) and does not discriminate against persons with disabilities. The college provides equal access in higher education to academically qualified students with physical, learning, and psychiatric disabilities. Please notify me or the START Center if you have questions.

COURSE SCHEDULE

NOVEMBER 3 (GORE B23)

In Class

- Introduction to class, getting to know each other
- Syllabus and project description
- Working in InDesign (tools, panels, rulers, margins, gutters, bleeds, columns, pages, Master pages, text frames, tabs, indents, style sheets, placeholder text)
- Working with type (typeface [serif/san-serif], leading, kerning, space after, baselines, special characters, all caps, dingbats [bullets], ligatures, small caps, headings, pull quotes, drop caps)
- CRAP principles (Contrast, Repetition, Alignment, Proximity) & Layout
- Practice: Redesign newsletter page

Homework

- Read/Practice:** Williams (Chapters 1, 2, 3, 4, & 6), McWade (pgs. 1 - 21, 35 - 51)
- Action:** Contact organization/come up with project, set up pamphlet in InDesign, draft layout

NOVEMBER 10 (LIBRARY COMPUTER LAB)

In Class

- Working with images (image size/resolution, cropping, resizing, photo-editing, saving, placing, repositioning)
- Working with shapes (shape/line tool, pen tool, pencil tool, strokes, fills, corners, rotating shapes, drop shadows)
- Working with color (CMYK, RGB, color panel, color picker, swatches, tints, gradients)
- Practice: Create brochure design on screen, using your own images and editing type

Homework

- Read/Practice:** Williams (Chapters 7, 8, and 9), McWade (pgs. 22 - 34), Lawler (pgs. 1 - 29, 51 - 127)
- Action:** Compile images and shapes and edit and crop them, finalize layout ideas

COURSE SCHEDULE

NOVEMBER 17 (GORE B23)

In Class

- Universal Principles of Design (-Closure, Face-ism Ratio, Figure-ground Relationship, Five Hat Racks, Framing, Highlighting, Horror Vacui, Mnemonic Device, Picture Superiority Effect, Red Effect, Rule of Thirds, Stickiness, Symmetry)
- McWade's Techniques (many from one, more from less, cropping, background, focal points, cool covers, second pages, outside in, captions, photo in your name)
- Writing content (audience, style, punctuation, clarity, consistency)
- Publication processes (terminology, technologies, commercial press, imaging and proofing, binding and finishing)
- Practice: pick five of McWade's techniques

Homework

- Read/Practice:** Williams (pgs. 209 - 218), McWade (pgs. 22 - 34), Universal Principles of Design (on Blackboard as PDFs), Lawler (pgs. 30 - 48, 131 - 154)
- Action:** Gather/edit written content, compile complete draft of pamphlet, print/bring copy on Dec. 1

DECEMBER 1 (GORE B23)

In Class

- Tour printing facility (come with questions about process)
- Project peer review roundtable (pass around drafts, provide feedback)
- If time, workshop projects

Homework

- Action:** Turn in final project to me by Saturday, December 8. I need a physical copy to my office and two digital copies (.indd and .pdf) on Blackboard. Printed project needs to be bound and cropped and printed professionally.