



NORTHEASTERN STATE UNIVERSITY

College of Liberal Arts
Department of Art
FALL 2017

ART 3853 | CRN 31595 | 3 CREDITS | PUBLICATION DESIGN

Instructor Name: Mike Brown

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Course Delivery Mode: Traditional | Face to Face

Class Days / Times: T TH 3:00 – 5:20pm

Course Prerequisites and/or Co-requisites: the following courses must have been completed with a minimum grade of C

- **ART 1173** Computer Applications in Art
- **ART 1233** 2D Design
- **ART 1273** Graphic Design I
- **ART 2173** Graphic Design II
- **ART 3353** Typography

Catalog Description: 3 Hours. Advanced production of multi-page documents, such as books and periodicals. Problems dealing with page flow and information layout, and advanced study of page layout software.

Course Purpose / Goals:

- To understand fundamental design theories as related to publication design
- To understand the terminology and classification systems of typography and typesetting
- To apply the theories and technique of graphic arts in print media
- To understand design principles and current practices used in print industries
- To apply production-related skills in typeface recognition, photo sizing, photo scaling, and layout dummy in the creation of complete designs for print media, including newspapers, advertisements, brochures, and newsletters
- Develop career and communication skills in the areas of graphic arts communication, research/communication, project management and collaboration, design, and professional print production using graphic design tools.
- Develop projects using Adobe CS5 which will include Photoshop, InDesign, Illustrator and more to develop graphics, build layouts and print materials. Adobe Acrobat will be used to review and improve content and produce print-ready materials.
- Application of basic design principals and software skills acquired; in the creation of specific projects that would, in the professional world, be required of a graphic designer. Projects will be developed and completed on realistic time frames and with the expectation of professional quality working procedures and delivered outcomes.

Key skills that will be emphasized are:

- Presenting and responding to feedback
- Designing for a variety of audiences and needs
- Problem solving that helps support multiple perspectives
- The design process and effective communication
- Peer evaluation in a collaborative environment
- Technical manipulation and print publishing skills

Student Learning Outcomes: In order to develop your skills, you will be expected to achieve the following objectives.

- Develop a strong understanding of publication software.
- Develop a strong understanding of production including proper file setup, printing processes and digital.
- Develop practical experience and creative problem solving through creative projects.
- Understand the creative process and the creative workflow -- Thumbnail sketches through final production.
- Research, gather and develop appropriate content including copy and visuals
- Demonstrate the ability to conceptualize, organize, plan and execute projects while meeting specified deadlines.
- Generate projects at a professional level with attention to fine detail.
- Prepare a “creative brief” that properly sets the stage for a specific problem to be solved.
- Demonstrate a consistently approachable, respectful, “can-do” positive attitude and other “people skills” that will translate to the professional workplace. Show a professional, respectful demeanor during presentations, critiques and all other interaction in the classroom.

Instructional Methods / Strategies: Lectures and creative assignments will focus on proper file setup and design practices for brochures & magazines as well as tablet and mobile versions.

- The main instructional strategy is the introduction of exercises, assignments, sketchbook and exams that will require you to develop skills researching and in creating visual solutions to the specific exercises and to develop skills in operating the hardware and software used by professional designers.
- Course assignments, documents, notes and materials will be posted on Blackboard. Students should check Blackboard often to download relevant materials, and print documents for reference.
- Student should purchase a three ring binder and clear sheet protectors to create a reference notebook during the course.
- Students are also required to keep their Blackboard contact information updated as class communication will occur through blackboard
- Additional instructional methods may include, but are not limited to, the following: team projects, group discussion, display examples, and general instructional comments.
- Group critiques will be used at various stages of each assignment for the purpose of training students in developing the important verbal skills of explaining the reasons behind their solutions.
- Tests, presentations and class participation will allow the student to develop their strategic and conceptual abilities as well as their design abilities

Teaching Methods

- **Lectures/Demonstrations:** Important material from various sources will be covered in class. You should plan to take careful notes as not all material can be found in the readings. Discussion is encouraged.
- **Assignments:** Concepts Reviews, Skills Reviews, Independent Challenges and other projects and readings will be periodically assigned to help support and supplement material found in the lessons. These assignments may require the application of various software applications.
- **Quizzes:** Occasional scheduled or unscheduled quizzes will be given to help ensure you stay up with assigned material.

Learning Outcome Assessment Methods

- Due dates will be given on all assignments and must be met for full credit potential.
- **Surveys, Quizzes, Tests, and Assignment Completion Rubrics will be used to assess student mastery of the subject matter.**

Project Evaluation Method & Grading Criteria: Each project for this class will generally progress in 3 phases:

- Project research and preparation
- Ideation, rough thumbnails, progressive proofs and/or digital proofs
- Finished comp printout/final presentation

You will be responsible for creating and keeping a “Project Folder” for each project. In this folder will be everything pertaining to the project including creative brief, all research, notes, thumbnails, etc. This folder will be submitted along with your final comp print and the Project Evaluation Sheet which will be distributed by me.

Thumbnails and progressive proofs are mandatory in this class. Thumbnails and progressive proofs are required at each phase of all projects. These should always be saved and kept in the project folder. All thumbnails and progressive proofs are to be submitted along with your final art at the completion of each project. Not submitting your progressive proofs when your final art is submitted will result in a significant drop of the overall grade for that project.

Instructional Materials: Supply List

- Mini/Flash/Finger USB Drive (minimum of 512MB)
- Notebook or sketch pad
- Project Folders or Envelopes

You will be required to start a job folder for each project in this class. You will keep everything related to the project in this folder including research, sketches and progressive proofs. You will be required to submit this folder along with your finished proof on the project due date. Failure to do so will result in a lowering of your grade.

You will be required to print out your work product in this class. If you don't have your own color printer that can output 11x17" color prints utilize the campus Copy Zone located in the University Center.

Transporting Files For This Class

You will use your personal USB or disk drive to backup and transport your files. (Do not save your work on school computer's!) You will be required to bring in your work periodically throughout the semester along with all links and fonts you are using so that we can view and review your work in class. Get used to packaging up each project into separate folders.

Remember to ALWAYS back up your work!! “Lost” files or corrupted hard drives are not a valid excuse for a late project in the working world and they are not for my class!

Miscellaneous Stuff

Don't be shy about experimentation. I will be looking for projects that push the limits of the software and your abilities.

I will be teaching all software on and for the Mac Operating system. You are welcome to work with your own laptop, Mac or PC,

Always talk to me if there are any issues that deal with the projects. I will give you feedback, explanations, suggestions, etc... Don't be afraid to talk to me!

I suggest using email as a guarantee for me to get your message. I usually respond in a very timely manner brownm@nsuok.edu

You are not to use the computers, printer and scanners while another class is in session without the permission of the instructor.

Show respect and be helpful to your fellow students. Have your work done and be present when we view the class' work. Help each other in the lab and during class critiques. Remember, the person you help today might be someone who returns the favor when you are out in the working world.

Grading Policy / Scale

- Work is graded by total points averaged against a 100 point scale
- All grades will be averaged to arrive at your final grade.
- Points for projects and quizzes are awarded as follows:
100-90=A | 89-80=B | 79-70=C | 69-60=D | below 60=F

STUDENT EVALUATION: Students will be given a due date for each assignment. Each assignment or quiz will be graded on a 100-point scale as follows:

- 100-90=A 89-80=B 79-70=C 69-60=D below 60=F
- All grades will be averaged to arrive at your final grade.
- The student is responsible for knowing the dates of withdrawing from the course with a “W”.
- If you wish to visit me about your standing in the class or any matter relevant to your work or program, you may and should visit with me in my office which is located in Fine Arts #212. Office hours are by appointment only on Tuesdays.

Final Exam: see finals schedule.

Overall Class Grading Criteria: Students will be evaluated on the basis of:

- Class participation, interaction, and discussion.
- Craftsmanship and appropriate use of the digital tools contained in the design and image creation software.
- Evidence of initiative, creative enthusiasm and imaginative design solutions to all assigned projects.

Evaluation and Grade Calculation

A = Outstanding.

This grade is for work of clearly professional quality (publishable or broadcast ready). The design/layout/writing is clear and well-organized; it requires virtually no editing. The design meets the highest criteria of the project evaluation matrix. The work is turned in by or before deadline, needing no changes before submission to clients or editors. These strategic messages get results, win awards and, when appropriate, feature creative concepts; they are executed with comprehensive research, interesting presentation which uses the elements of visual design and composition correctly and creatively, and nearly flawless design/layout/writing.

B=Good.

This grade is for work of clearly professional quality (publishable or broadcast ready). The design/layout/writing is clear and well-organized; it requires virtually no editing. The design meets the highest criteria of the project evaluation matrix. The work is turned in by or before deadline, needing no changes before submission to clients or editors. These strategic messages get results, win awards and, when appropriate, feature creative concepts; they are executed with comprehensive research, interesting presentation which uses the elements of visual design and composition correctly and creatively, and nearly flawless design/layout/writing.

C=Adequate.

This grade is for work that indicates a problem in at least one area, such as use of some elements of visual design and composition, diplomacy or strategy. It does not measure up to professional quality but could be saved by revision. Work is incomplete by deadline and/or needs more than minor revision before submission to a client or supervisor. These messages have weak ideas, concepts or presentation. They draw attention because they don't quite do the job. In summary, the work is an adequate first draft but isn't yet ready to show a client or supervisor.

D=Unacceptable Performance.

This grade is for work that is clearly unacceptable even in a classroom setting. The design/layout does not use the elements of visual design and composition correctly or at all. The design is flawed and may contain major factual errors and/or omissions or may show little concept of basic strategic judgment. Work may miss the deadline.

F= Failing.

This grade is for work that is not completed in a professional, timely way. For whatever reason, it suggests that the student did not take the assignment seriously. Such performance is often the result of personal or time-management problems that extend beyond a lack of skills or understanding of the research, design, or production processes.

Peer Evaluation

Assignments and projects will be subject to peer evaluation. Students will, as a result of this process, develop the ability to critically analyze work from other sources, and, by extension, develop a more professional attitude about their work. Please work to develop tolerance for professional criticism. Everything we do as design professionals is evaluated, critiqued, accepted with revisions or flat out rejected by supervisors, editors, creative directors and clients. As you evaluate the work of others, please base your evaluation on what you're learning, your experience, and your logic. Avoid injecting personalities into critiques. Unkind or malicious remarks will not be tolerated.

Each assignment will be graded according to a matrix developed specifically for the project or assignment. A copy of the evaluation matrix for each project will be provided via Blackboard. The following criteria will also apply to the evaluation of assignments or projects.

Class and Instructor Policies

- **By enrolling in this class, you agree to comply with the policies and procedures as outlined.**
- All coursework **must be created by you** within the time-frame of the class
- Students **may not reuse work** previously turned in to another class
- Consider your instructor as the “client” in your assignments and projects.
- Solutions should reflect a professional manner.
- **Work that could be deemed in violation of sexual harassment policies in the workplace will not be accepted for grading.** (this could include pornographic and or stereotypical/degrading images of a racial or sexual nature)
- Profanity in the classroom will not be tolerated.
- **Electronic devices WILL NOT BE USED during lecture and critiques.** (i.e. cell phones, music devices, laptops, etc.)

Students who enroll this course and have poor attendance and/or poor participation (as determined by the instructor) may be administratively withdrawn (involuntarily). Students who are administratively withdrawn will be responsible for payment and repaying any financial aid received for the course or courses that must be returned to the provider. If you are concerned about your absences, progress, or success in a particular course, meet with your instructor immediately.

Student Performance Activities: (Attendance/Punctuality) regular attendance for the full class period is expected. Absences on key dates such as critiques, presentations or assignment hand-in days will severely affect your grade. Three unexcused absences will be considered excessive. Absences after 3 will drastically affect your grade.

1. **Academic Policies / Required Information:** Please go to <http://offices.nsuok.edu/academicaffairs/SyllabiInformation.aspx> for required information pertaining to: Academic Misconduct | American Disabilities Act Compliance | Inclement Weather/Disaster Policy | Release of Confidential Information | Student Handbook | Teach Act | Textbook Information | Title IX
2. **Class Calendar with Assignment Due Dates:** Due dates for specific assignments will be given during class. All assignments are due on the due date indicated when the assignment is given. Late work is NOT acceptable and will result in a grade reduction.