

GRA 1120C

Publication Design

Course Description

This course introduces the student to the principles governing page layout and the design of publications. The industry standard software will be used for the production of professional looking publications which may include magazines, newsletters, catalogs, newspapers, books, or annual reports. Topics covered include the basic principles of effective typography; the use of grids; integration of graphics and photos into publications; basic information design principles, working with spot, process color and separations, principles of page assembly and other methodologies to design and produce a variety of single- and multi-page publications.

Instructor: Sharon Wasden

Term: Winter 2010

When:

- Thursday: 2:00 PM–5:50 PM

Where:

- Downtown Campus
- Bldg. 33, Rm. 509

Phone: (954) 201-7665

Email: swasden@broward.edu

Office: 509A

Office Hours:

- Tuesday: 10:00 AM–2:30 PM
- Wednesday: 1:30 PM–4:30 PM
- Office Hours listed above are **by appointment only**. This is to prevent possible conflicts.

Required Text:

- *Adobe InDesign CS4 Classroom in a Book*
ISBN: 0321573803

Prerequisites: None

Co-requisites: None

Security Desk: (954) 201-7366

Hurricane Info: (954) 476-4900

Course Goals

Upon successful completion of this course, the students should be able to apply layout and design methods to professional communication projects including the understanding of typography, color, layout, pictures, graphics, headline writing and style, display style, and how to integrate their use and apply them in the planning, designing, creation, and printing of both simple and complex publications.

Required Materials

- Sketchbook/Notebook (8" × 10" or larger)
- 3-ring binder
- Clear plastic sleeves
- X-Acto Knife and Blades
- 18" Metal Ruler with Non-Slip Backing
- 24" Self-Healing Cutting Mat

Course Outline

- Introduction to Publication Design
- Introduction to Page Layout and Design Principles
- Using industry software for the layout of single and multi-page publications
- Page structure and using a grid
- Working with master pages and style sheets
- Introduction to Information Design Principles
- Understand the fundamentals of typography as a tool for visual communication
- Integrating Graphics and Photos for Effectiveness
- Creating Multi-Publications
- Color management, printing publications and production issues

Methods and Evaluations

Projects involve the use of the computer for graphic design problem-solving with emphasis placed upon conceptual thinking and your understanding of visual communication theory, applications and language. Critiques and discussion of work are important to the process of design and this class. Students are expected to participate in critiques and be able to present their ideas and work. Completion of all projects by their assigned due date is required. Final grades will be based on these factors as well as your design process and the quality of the work presented.

Withdrawal Policy

The last day to drop a course is **March 23**. If you withdraw through the Registrar's Office on or before that date, you will receive a grade of "W". If you simply stop coming to class and do not withdraw yourself through the proper channels, you will receive a "WF/F". With the permission of your instructor, you can change from credit to audit through **March 23**. To receive the audit designation on your transcript, you **MUST** attend class regularly. Your instructor will not assign a "W" to any student once the due date has passed. Your instructor will not assign an audit designation to any student once the date to change from credit to audit status has passed.

Course Calendar*

01/07	Course Overview
01/14	Project 1 Assigned/Lecture/CIB** Lesson 1 & 2/Work in Class
01/21	Lecture/CIB Lesson 3/Work in Class
01/28	CIB Lesson 4/Work in Class
02/04	Project 1 Crit./Project 2 Assigned/Lecture/CIB: Lesson 5/Work in Class
02/11	Lecture/ Lesson Check /CIB Lesson 6/Work in Class
02/18	CIB Lesson 7/Work in Class
02/25	Project 2 Crit./Project 3 Assigned/Lecture/CIB Lesson 8/Work in Class
03/04	CIB Lesson 9/Work in Class
03/11	Spring Break (No Class)
03/18	Project 3 Crit./Project 4 Assigned/Lecture/CIB Lesson 10/Work in Class
03/25	Lecture/ Lesson Check /CIB Lesson 11/Work in Class
04/01	Lecture/CIB Lesson 12/Work in Class
04/08	CIB Lesson 13/Work in Class
04/15	CIB Lesson 14/Work In Class
04/22	Project 4 Crit./Extra Credit Due/Lessons Due! Put them on the server to receive credit!

*The Course Calendar is tentative and any changes will be announced in class. Specific dates of activities may need to be changed due to unforeseen circumstances. It is the responsibility of each student to attend class in order to be informed of any schedule changes that may be announced.

**CIB = *Adobe Classroom in a Book*

Projects (100 points each, 400 points total)

- Project 1: Flyer and Ad Package
- Project 2: Two Résumés
- Project 3: Magazine
- Project 4: 4-Page Newsletter

Projects are due at the beginning of class on their respective due dates, otherwise, they will be considered late. Late projects will be deducted 1 letter grade, and projects not turned in by the second class period will result in a 0 (F).

Class Participation (38 points total)

- Two *Adobe Classroom in a Book* Lesson Checks—5 points each. Total = 10 points
- *Adobe Classroom in a Book* Lessons Due at the end of the term—Each lesson will be worth 2 points. Total = 28 points

Design Process (50 points total)

- Critiques—Presence and participation in Critiques is **mandatory**. It is critical that you know how to talk about and discuss both your work and the work of others. Total = 20 points
- Efficient use of Class/Studio time—Habitual absences, tardiness, and/or early departures from class, will result in the loss of all 30 points. If you are late or not present for class, you will not only be missing important information in lecture, but you will be foregoing the assistance that both I and your fellow students provide. This is in addition to the department's attendance policy. = 30 points

Extra Credit (up to 15 points)

Throughout the term you will gain new knowledge, and you may decide you want to rework Project 1, 2 and/or 3 after their original due date. You may submit **one** new version of each project at the end of the term, each version you submit will have a value of up to 5 points.

Grading Scale

A = 437–488

B = 388–436

C = 340–387

D = 291–339

F = 0 - 290

Americans with Disabilities Act (ADA)

If a student requires special accommodations under ADA, it is the student's responsibility to inform the instructor and to contact the office of Disability Services at (954) 201-2313.