COURSE DESCRIPTION
The design of magazines, books and brochures are collaborations between writers, designers and editors. Through the design of several types of publications, students learn how to analyze and organize inter-related levels of written and visual narratives. Design, research, planning, editing, writing, and computer skills are developed, combined with the investigation of a clear and appropriate design vocabulary.

MACINTOSH PLATFORM.
PROGRAMS USED: QuarkXpress, PhotoShop, Illustrator

CLASS PURPOSE
This class is intended to develop your skills in publication or editorial design. You will learn, through a series of progressive projects, to think more critically about:

• analyzing, interpreting, and emphasizing information
• the narrative implicit in sequencing photos
• typography: the hierarchy of meaning in text, on and between pages
• the professional construction of publications and the preparation for printing
• QuarkXpress for publication design
• Review of PhotoShop (techniques for improving scans)
• Review of Illustrator to design a map

CLASS FORMAT
BE ON TIME. This class meets every Monday and Wednesday at 6:30pm. If you are more than 15 minutes late, you are counted as absent. If you are late more than two times, your grade is lowered one-half a letter, i.e., C becomes C-.

Come to class prepared to work and have work ready as specified in the previous class.

ABSENCES
ABSENCES AFFECT YOUR WORK, SO THEY AFFECT YOUR GRADE. If you are going to miss class, you must contact me prior to the class you will miss. E-mail me, call me 610.967.7971, or call Jan at x1680.

EXCUSED ABSENCES REQUIRE YOU TO MAKE UP THE WORK WITHIN ONE WEEK OF YOUR ABSENCE. An excused absence is: sickness, with a note from the health center; a verifiable death in the family; extenuating circumstances (15 inches of overnight snowfall or personal issues which you have previously discussed with me). If you don’t make up the work within one week, your project grade is lowered.

Unexcused absences seriously affect your grade. One unexcused absence is allowed.

TWO UNEXCUSED ABSENCES LOWER YOUR PROJECT ONE FULL LETTER GRADE. I will help you catch up as long as you have made the effort to get and work with the material.

THREE UNEXCUSED ABSENCES RESULT IN AN F FOR THE COURSE.
If you are absent from class, you are responsible to get the information which was covered in class from someone in the class.
PROJECT SUBMISSION
There are "real world" guidelines set for submitting work for grading. Projects should be done professionally and handed in on time.

- All projects are due at the start of class on the due date and are to be presented professionally... neat, clean and worthy of client scrutiny.
- Any project not turned in on the due date will receive a lower grade.
- Absences from class do not excuse you from a deadline; deadlines must be met!
- Get your work to me somehow.
- You can rework your project and turn it in for a better grade!

Talk to me when you're having trouble. Creative blocks, family issues, illness, deaths, etc. Extensions of deadlines can be arranged. Also, see me during class, if there is time, or after class so I can help you improve your project.

NOTE: If you generate your own research for any of the projects, you will receive 10% extra credit on that project.

PLAGIARISM
Plagiarism will not be tolerated. Plagiarism is the copying of existing artwork or design. Working from photographs is allowed and sometimes necessary for the production of illustrations and layouts, however an attempt should be made to adapt and alter the image so as not to merely duplicate someone else’s artwork in another medium or form. Do not take the ideas someone else has worked hard to create.

SUGGESTED READING
There are no specifics here, but I strongly recommend looking through any graphic design and publication books you can get your hands on! It is very important to stay on top of the newest design trends and get inspired. There are design periodicals in the Lab, Barns&Noble, Borders, etc.

REQUIRED MATERIALS
- x-acto knife
- 18” metal ruler
- spraymount
- a binder/notebook to hold handouts and project sheets
- book or paper to sketch thumbnail sketches on
- zip disks (100mb Macintosh formatted)

REQUIRED TEXT: QuarkXpress 4.0 Visual Quick Start Guide
PROJECTS
We will be doing three major projects this semester. There will also be readings on publication or editorial design, grids and typography. There will be at least one quiz on the readings.

TYPOGRAPHIC POSTER DESIGN
SUBJECT: change
FINAL SIZE: 20x30” tiled from 11x17
Exploration of ideas, conceptual and typographic, are a key aspect of this project.
SKETCHES: 20% of grade (actual size 6x4“)
First thumbnail sketches are due Monday, January 17; fifteen minimum.
No limitation on color
Two and a half weeks—due Wednesday, January 26

BROCHURE
SUBJECT: A brochure describing an art exhibit of your choice.
FINAL SIZE: four panels, two sides; with order form, map and mailing panel.
2/ color; with duotones (created in PhotoShop)
You are required to supply text and images (no images from web).
A map will need to be re-designed in Illustrator.
five weeks—due last class before Spring Break; Wednesday, March 2

MAGAZINE DESIGN
SUBJECT: Redesign your favorite magazine
FINAL SIZE: This is your choice; generally 3 sizes: digest, standard and oversized
PROJECT INCLUDES:
• Typographic identity for title of magazine
• story/column opening page (right hand page)
• one spread/feature (two adjacent pages)
  EXTRA CREDIT: additional 2 page spread
• table of contents (TOC)
• 2 cover designs; one representative, one abstract
CHOOSING SUBJECT MATTER:
• Story must be developed in part from a primary resource, (i.e., a book) or text from another magazine, not simply from the internet. You must site all sources of your text and images (credit and bio lines) and provide attributes (captions).
• Your task is to combine and edit the text in order to make fit onto three pages.
• The theme and source material for this are your choice (check it with me first). I’ll need to see your research; all research must be cited!
• Your task is to combine and edit the text in order to make fit onto three pages.
eight weeks—due at final critique on last day of class, April 27