

ADVANCED DESKTOP PUBLISHING DESIGN

ART 641 / SECTION 3344

SYLLABUS, FALL 2013

Instructor: Tulsa Kinney, email: tulsak@sbcglobal.net

Office hours: 5-5:50pm Thursdays

Time: Thursdays, 5:50-7:55pm & 7:55-10pm

Place: Fine Arts, Room 304

This is an advanced instructional class on digital technology and desktop publishing, but concentrating on what makes a good designer. Students will become knowledgeable about design and learn advanced features within the InDesign software program. Fewer projects will be assigned with closer concentration on design elements and printing. Students will develop their own aesthetic sensibilities about design and master the program. Adobe InDesign and Photoshop will be the two main software programs employed.

WEEK 1-2, AUG. 29–SEPT. 5

Design a glossy magazine cover with designed logo. Concentration on what makes a cover pop. Selecting a photo that goes with the subject and how to work with cover lines.

WEEK 3-4 SEPT. 12–19

Editorial page design. Students will get story and images and design one page, learning how to flow type, line-up type and the journalistic layout of an editorial page. Also, a two-page spread, with a jump page.

WEEK 5-6, SEPT. 26–OCT.3

Build and design a restaurant menu, using all sides and folds into a functional pamphlet. Style Sheets & Tabs. We will learn how to cram in a lot of information, but still look attractive and appetizing.

WEEK 7–10, OCT. 10–31

Booklet consisting of 8 pages, including introduction page, stories, cover and back page . This will be a mini-magazine, like a newsletter. Each student will make their own choice as to what kind of booklet they want. The booklet will contain style-sheets, and employ skills from previous assignment. At least four ads will be built for this assignment as well. This will be the mid-term final with a group critique.

WEEK 11–15, NOV. 7–DEC. 5

This is final project. A 12-month calendar will be designed. This will be color-prepped for four-color printing. The theme of calendar will be student's choice. Creativity will be the major factor in this assignment. How to make a booklet will be explored and this final project should highlight student's originality of design and skills.

WEEK 16, DEC. 12; FINALS

Final project due with class critique and final exam. Automatic Fail if you do not show up.

REQUIREMENTS

• Complete all assigned projects on time; Attend all classes • Participation in class discussions and critiques • Buy removable storage in the form of Flash Drives (500 MB minimum) • Always bring notebook and Flash Drive to class • Grading will be based on projects, class participation, attendance, and improvement of work. Thoughtfulness and originality of the work produced, as well as sustained effort and progress in mastering skills, will be considered as factors in grading. • Attendance is mandatory at all classes as this is a studio class where the work is done in the classroom • Late assignments will be automatically dropped 1 grade.

THIS SYLLABUS MAY BE SUBJECT TO CHANGE