GRA K140 Publication Design   Adjunct Professor
Three Rivers Community College   Mark S. Zimmerman
Spring 2011 Room: E114   mark.stuart.zimmerman@gmail.com
TT 2:30-3:45   Office hours: D205E 1:00-2:00

Course Description: This is an introductory course to in depth knowledge of practical design. Utilizing Adobe Creative Suite 5 programs such as Illustrator, Photoshop and In Design. The students will learn how to use scanning software, study layouts, typography, and learn basic image editing techniques. Students will utilize a MAC platform for all class projects and in class activities. Students will read and report on graphic design topics.

Course Objectives:
Upon successful completion of Publication Design, student should:
Demonstrate an understanding of the basic elements of design and composition.

Demonstrate an understanding of the role of type in graphic design and learn what constitutes informed typography.

Demonstrate ability to successfully and creatively solve design problems for effective communication and expression of information and ideas.

Begin to develop proficiency with the Adobe Creative Suite and demonstrate knowledge of the evolution of software and technology.

Create work that could be used for a design portfolio.

Possess knowledge of historical and contemporary graphic design industry issues through written reports and research on graphic design topics.

Grading Standards:
Grading of projects and assignments will be based on viewer interpretation, composition, concept and your presentation and integration of the idea. Attention to detail and quality of the work will also weigh heavily on the grade. Do not be afraid to take a chance and experiment, innovation can lead to beautiful things.

Participation:
Participation in this course will make up a percentage of your grade (10%). Although there is not an attendance policy it is not possible to participate without being in class. For you to receive full credit for participation it is expected that I will have your full attention during lectures/demonstrations and you will be involved in discussions/ critiques. Always come to class prepared. Even if it is not a workday have your current work with you so that you have images to work with during demos

Late Work and the Benefit of Turning in Work on Time:
Late assignments will drop a letter grade for each week after the assigned due date. By turning your work in on time, complete with contact sheets, prints, and artist statement you benefit by having the opportunity to rework the assignment for extra credit. For example, you receive a 70% on an assignment and you fix everything that was not working based on feedback from myself and the rest of the class, schedule a meeting with me, explain what you did and you get half the missing points back on your grade. The 70% becomes an 85%. No late assignments will be accepted for the final portfolio.

Rules of the Lab:
When you enter the room cell phones are to be turned off and no food or drinks should be near the computers. While on the computers you are to be working not playing. This means no Facebook, no instant messenger, etc. Failure to meet these guidelines and you may be asked to leave for the day. Leave your workspace as you find it, clean and clear.

Required Materials:
It is your responsibility to have access to a digital camera for the duration of the semester. This does not mean you are required to have a high-end SLR camera. A point and shoot capable of printing a minimum of 8.5 x 11 inches with a compatible memory card will be fine. **NO CELL PHONE CAMERAS!!!** (Unless conceptually relevant and approved).

At least 4 CD's and CD sleeves for turning in work
Portable or external hard drive with enough space to back up your projects and imagery. Thumb, flash, etc. highly recommended.
A minimum of one 25-sheet box of photo quality printing paper, 8.5 x 11. **NO GLOSSY!**
A notebook or sketchbook.

Required Text: (along with these two books short essays and articles will be provided in addition to other reading assignments at the instructors discretion).
TITLE: Non-Designer's Design Book
AUTHOR: Williams
EDITION: 3rd
COPYRIGHT YEAR 2008
PUBLISHER: Addison Wesley
ISBN: 9780321534040
NEW: $34.99 USED: $26.25

TITLE: Design Collection CS5 Revealed: Indesign CS5 etc. (w/CD)
AUTHOR: Botello
COPYRIGHT YEAR 2011
PUBLISHER Cengage Delmar Learning
ISBN: 9781111652364
NEW $81.75 USED: $61.50
RENTAL: $39.85

Writing Assignments:
All writing assignments are to be typed, 12-point font on standard paper. If you have a reason to do otherwise, discuss the idea with me first. If you need to email me a text file it must be a .doc.

Artist Statement:
For each assignment you will be required to turn in an artist statement. Examples will be given. This statement will vary in length but should be typed, 12-point font, labeled with your name, course, assignment, and date.

Grade Scale:
All assignments equal 50% Final Portfolio 50% Participation 10%
See assignment sheet for specifics.

Inclement Weather:
College Closing Notification of cancellation due to inclement weather, whether on-campus or at off-campus locations, will be available by telephone by 6:00am for daytime classes and by 2:30pm for evening classes by calling the College's main telephone at 886-0177, pressing 1, and listening to the taped announcement.

Academic Integrity:
The effective operation of any organization is dependent on the honesty and goodwill of its members. In an organization devoted to the pursuit of knowledge, acting with integrity is essential to effective teaching and learning. Furthermore, academic dishonesty erodes the legitimacy of every degree awarded by the College. To emphasize the importance of academic integrity, Three Rivers Community College adheres to its own academic honesty policy in addition to the Student Discipline Policy, sections 2:10 and 3:1-10, as provided by the Board of Trustees of Connecticut Community Colleges. Since collaboration is central to the learning community, Three Rivers wishes to emphasize that this policy is not intended to discourage collaboration when appropriate, approved, and disclosed.

Students with Disabilities
If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact the Disability Counseling Services at 383-5240. To avoid any delay in the receipt of accommodations, you should contact the Disability Counseling Services as soon as possible. Please note that I cannot provide accommodations based upon disability until I have received an accommodation letter from the Disability Counseling Services. Your cooperation is appreciated.

*The syllabus and calendar are subject to change at discretion of the instructor.

Mark S. Zimmerman   Publication Design
Mark.stuart.zimmerman@gmail.com   GRA K140
Three Rivers Community College   Spring 2011

Assignments and Projects:

Throughout the semester you will be creating numerous designs, layouts, images, etc. that will represent a theme of your choice. The theme should represent you as the work you make will represent your ideas. You are the organization, you are the corporation. Sell yourself!!!

First thing you need to do. Decide on a social networking method that will act as your website for the semester and hopefully beyond. Everything you make throughout the semester will end up here. You can also incorporate the link in to your designs. The more hits the better. All this is free. (Please subscribe to Google Analytics by mid semester).

*Each assignment must be turned in as described as well as on cd or compressed and emailed prior to class. Written assignments are the exception to this.

Project #1 (5 pts)
Create a thought tree; the first circle should be you or your organization. Build from there; make it as thorough as you feel necessary. Based on this exercise create a half page proposal for your semester long theme. Keep in mind; you must give your company, organization, etc. a name. Be prepared to present your ideas **1/25**. 1 page proposal, notes, sketches, thought tree, etc. **Due 1/27**.

Project #2 (10 pts)
Photography & Collage. This assignment will give you the basic knowledge needed to learn how to work with images and layouts. You will be expected to make 3-5 collages in Photoshop prepared as a QuickTime movie for critique. Keep in mind you will print these for your final portfolio. Each collage will incorporate a minimum of 3 layers. It is expected that the images will work together to form a series. **Due 2/8**

Project #3 (10 pts)
Logo. Every organization has a logo, this logo will represent you. You will design two logos that are large enough to print on an 8.5 x 11 inch sheet of photo quality paper. **Due 2/22**.

Project #4 (15 pts)
Image and Text. Consider what you have learned about image, composition, and typography and combine this knowledge for a 3-5 image series. The text should be yours, as should the imagery. Consider writing a haiku or another sort of poem, maybe a short statement that represents your ideals. We will look at many artists that use image and text to create conceptual art work. You will be expected to make 3-5 collages in Photoshop prepared as a QuickTime movie for critique. Keep in mind you will print these for your final portfolio. **Due 3/3**

Project #5 (10 pts)
Letterhead, Envelope, & Postcard. This project allows you to design a letterhead, envelope and a postcard that will represent you to colleagues and professionals. How do you want to be interpreted? Answer this question in an artist statement with your letterhead incorporated into the page. Turn in a photo quality print (8.5 x 11 inches) of each side of your postcard and post your envelope design to your site. **Due 3/24**

Project #6 (15 pts)
Business Card. 8.5 x 11 inch color prints of both sides of card **Due 3/24** 25 copies of standard 3.5 x 2 inch business cards for exchange **Due 4/19.**

Project #7 (15 pts)
Poster/Flyer. We will look at a variety of techniques for designing a poster or flyer. Consider the general public and the audience you are after with this project. Everyone should be interested to look even if they decide not to buy in to the idea. One 8.5 x 11 inch color print and 25 black & white or color printed on copy paper. **Due 4/14**

Write About a Graphic Designer: (20 pts)
This assignment is simple. Do some research and write a 2-3 page paper discussing the work by a professional graphic designer. This can be a commercial designer, a contemporary fine artist that uses graphic design, an original graphic designer from before the days of computers. The artist is up to you. Be prepared to show work by the artist and present your ideas to the class in the form of a 5-7 minute presentation.
Group #1 Due 2/24 Group #2 Due 3/10

Final Portfolio: (100 pts) Due date to be determined.
This will be the accumulation of everything you have made this semester in a completed packet. Be prepared to present your website and PDF at your final critique.

Website
PDF created in InDesign containing a minimum of the following in finished form:
1) Logo
2) Postcard front and back
3) Statement
4) Letterhead & Envelope design
5) Business Card front and back
6) Poster/Flyer
7) 5-7 images that relate to the work
8) 3-5 collages

Print the Following: Please place everything into a plastic sleeve or folder.
Full size print of your logo.
1 page artist statement, written in letterform, with letterhead.
Business card. Full size print of both sides and 5 standard 3.5 x 2 inch business cards.
Poster/Flyer.
3-5 collage Images
3-5 Image & Text Images

Extra Credit:
Consider your brand and decide what makes sense.
Sticker and/or button etc.
Create a Newsletter. PDF or print.
Print on photograph on alternative material.
Make a T-shirt.

Printing Companies: local and online.
Staples, Vistaprint, Esigns, Stickergiant.com, Labelstickersandmore.com,
wackybuttons.com, and many more.

*Projects and due dates are subject to change at discretion of the instructor.

Mark S. Zimmerman   Publication Design
Mark.stuart.zimmerman@gmail.com   GRA K140
Three Rivers Community College   Spring 2011

Calendar

Thursday January 20
Introduce the course, go over syllabus. Introduce **Project #1 and #2**.
Homework: Create a thought tree and write a half page proposal for your packet.
Read chapters 1 and 2 in The Non-Designers Design Book. Start taking pictures or looking for
materials you can scan or images on the internet.

Tuesday January 25
Present proposal. **Introduce Project #3.** Designing a logo in Illustrator.
Homework: Based on feedback rethink your proposal. 1 page due next class. Begin thinking
about ideas for your logo, take pictures and look for pictures that you can appropriate from the
Internet. Read chapter 3 in The Non-Designers Design Book.

Thursday January 27
Learning the computer and how to upload images from your camera and how to find usable
images on the Internet. Basic image editing for photography.
Homework: Work on *Photography & Collage*. Read chapters 4 and 5 in The Non-Designers
Design Book.

Tuesday February 1
Discuss what makes a logo successful. …or not. Designing a logo in Illustrator.
Homework: Begin taking pictures, sketch out ideas, look at fonts, and logos around you.
Read chapter 7 in The Non-Designers Design Book.

Thursday February 3
No Class: College Professional Day

Tuesday February 8
Critique Project #2
Homework: Be prepared to work on your logos next class.

Thursday February 10
Critique continued. Be ready to work on your logos. Designing a simple logo in Photoshop.
Editing and manipulation for design.
Homework: Research artists that use text and email me a jpeg and prepare a short statement
about the work you selected.

Tuesday February 15
Introduce project #4. Combining image and text

Thursday February 17
Workday. Be prepared to work and ask questions as needed.
Homework: Logo due next class. Two different logos printed.

Monday February 21
No Class: Presidents Day

Tuesday February 22
Logo **due. Critique**. **Introduce Project #5**.
Homework: Read pgs 115-118 and 131-34 in <u>The Non-Designers Design Book</u>

Thursday February 24
Presentations Group #1

Tuesday March 1
Introduce Project #6. Designing a business card. Be prepared to work if time allows.
Homework: Critique project 4 next class.

Thursday March 3
Critique Project #4
Homework: Read pgs 109-14, chapters 9 and 10 in <u>The Non-Designers Design Book</u>.

Tuesday March 8
Critique Project #4 Continued. Work on Project 5 and 6 if time allows.
Homework: Read chapter 11 in <u>The Non-Designers Design Book</u>.

Thursday March 10
Presentations Group #2

Tuesday March 15
No Class: Spring Break

Thursday March 17
No Class: Spring Break

Tuesday March 22
Designing a layout in InDesign.
Homework: Have 8.5 x 11 inch color prints on photo quality paper of each side of business card and post card for next class. Print your statement with letterhead on standard copy paper.

Thursday March 24
Critique Business card and postcard.

Tuesday March 29
Critique continued. More about InDesign. **Introduce Project #7**.
Homework: Look at interesting flyers/posters and email me images or links. Be prepared to tell us about your research. Read pgs 119-22 in <u>The Non-Designers Design Book</u>.
Thursday March 31
Designing a poster/flyer.

Tuesday April 5
Work on final portfolio and poster/flyer.
Homework: Reading TBD

Thursday April 7
Creating a newsletter and preparing to outsource.
Homework: Read pgs 123-26 in <u>The Non-Designers Design Book</u>.

Tuesday April 12
Workday
Homework: Poster/Flyer due next class.

Thursday April 14
Critique Project 7 poster/flyer.
Homework: Have 25 business cards for exchange.

Tuesday April 19
Critique continued. **Business Card Exchange.**
Homework: Anonymous critique. Write one positive and one negative about each business card. Type and email to be no later than 4/24 @11:59 pm.

Thursday April 21
Workday & individual meetings. Have lots to show me and be prepared to work on final.

Tuesday April 26
Workday & individual meetings. Have lots to show me and be prepared to work on final.

Thursday April 28
Workday. Be prepared to work on final project.

Tuesday May 3
Final critique group 1

Thursday May 5
Final critique group 2

Tuesday May 10
Final critique group 3

Thursday May 12
Final critique group 4

Semester ends May 16

*The calendar and assignments are subject to change at discretion of the instructor.