Course Description
This course explores the application of typographic design to a multiple page format. The challenges presented by designing for an extended publication will foster the development of greater typographic and conceptual skills. Working with narrative, students will create a book that combines personal artistic expression and hands on skills with advanced digital layout techniques, thereby strengthening their ability to analyze and interpret raw information and place it into a meaningful context.
Prerequisites: ART 81 or departmental permission
Co-requisite: none

Course Materials
Blackboard/ePortfolio Class Site

Course Learning Outcomes
1. Demonstrate advanced use of industry-standard page layout program to create well-constructed layouts such as editorial layouts, poster designs, book covers and multi-page documents.
2. Demonstrate advanced understanding of digital typography, such as measurement, optical adjustment, hierarchy, legibility, historic references.
3. Apply expressive typography effectively to communicate emotion and to present information clearly.
4. Demonstrate intermediate skill in sketching, analysis, and problem solving to develop effective solutions to design problems.
5. Apply the use of grid systems to create dynamic and well-balanced page layouts, integrating graphics and text.
6. Use precise typographic formatting skills to produce legible and well-designed body text.
7. Use fundamental composition, color, and typographic principles effectively in the design of book pages.
8. Demonstrate effective time management and organizational skills for task completion in the creation of an artist book.

Course Grade and Attendance Policy
It is crucial that you attend every class. Three unexcused absences will result in failing the course. Excessive lateness will result in lowering of grade and can constitute an absence. Students must complete all class work and meet all assignment deadlines.
Attendance 10 %
Class participation 10 %
Timely completion of assignments 10 %
Mini Projects 10 %
Projects 60% (15 % each)
ART 89 Publication Design
2 credits / 4 hours
revised: 08/12

Course Topics

• Introduction to the history of book binding, book arts, and the current state of electronic publishing
• Choice of book topic, assignation of topic research, including written, illustrated and photographic material
  First Mini-Project – Research topics—compilation of written, illustrative and photographic materials for chosen book segment
• Establishment of database for class use of researched topics
• Exploration and experimentation with book design arts, including digital, traditional and recycled materials.
• Review of hand assembled, self-expressive bookmaking
  Second Mini Project – Develop a mockup of an “artist’s book”
• Review of e-book design and production
  Third Mini Project – Create an electronic layout of an “artist’s book”
  Fourth Mini Project – Develop an e-book based on “artist’s book”
  Final Project – Assembly of finished “artist’s book”.

General Education Goal

Communication: Use reading, writing, listening and speaking to find, interpret, and communicate information in various modes, including aesthetic, symbolic and graphic.