



ADV1160 – Desktop Publishing

Department of Advertising Design & Graphic Arts

Instructor: Genevieve Hitchings

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Office Hours: Monday: 9am-10am and Wednesday: 5pm-6pm

Course Description:

This class will focus on graphic design as a communication tool. Students will learn the basics of page layout design. Emphasis will be placed on drafting techniques, typography, measurements, proofreading mark-ups and corrections.

Objectives:

- Use design as a means of communication
- Gain a solid understanding of production steps
- Gain a solid understanding of industry tools (both conventional and digital)
- Gain a solid understanding of the grid system: bring visual structure and balance to design
- Develop conceptual thinking skills
- Encourage articulate and productive presentation and discussion skills
- Present final work professionally and within project deadlines

Research:

A large emphasis will be placed on awareness of the design world by observing the principles of design in our community: books, publications, web sources, museums and graphic art organizations. Students are expected to gather reference materials for all their projects and are encouraged to make regular visits to the library.

Grading:

Students are responsible for completing all projects, quizzes, and examinations within project deadlines. Students will be evaluated on aesthetic and conceptual excellence, strong process development, dynamic verbal participation, timeliness, attendance and adherence to a professional level of communication and responsibility.

Student performance will be evaluated based upon the following criteria:

<u>Class Participation</u> (verbal participation and timeliness):	20%
<u>Class Exercises/Homework</u> :	20%
<u>Projects/Test</u> :	
In-class Presentation	10%
Test	10%
Poster	20%
Booklet	<u>20%</u>
Total:	100%

Methods of Assessment				
	Concept/Design	Technical Skill	Commitment to Refine Product	Punctuality
	(Process & Sketches)	(Proficiency)	(Timeliness, Craft & Presentation)	Assignments lose one full grade point for each day late.
A =	Outstanding	Outstanding	Outstanding	
B =	Good	Good	Good	
C =	Adequate	Adequate	Adequate	
D =	Poor	Poor	Poor	

Class Policy:

1. If you miss a class, or know you will be missing a class, you must send me an email.
2. Keep and backup all the exercises and projects that you have created throughout the semester.
3. NO cell phones, NO electronic devices.
4. You are expected to keep up with the class blog (www.artorium.com/instruction).

Department Policy:

1. Students are required to attend all classes, be on time, and remain for the entire class.
2. Only two absences may be allowed. After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).
3. Student who arrives 10 minutes after the start of the class will be considered late
4. 2 late occurrences = one absence
5. A student who arrives over 1 hour late or does not return from the break will be considered absent from the class
6. An excused absence is still considered an absence

Academic Integrity

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

Recommended Course Material:

Reading: Basics of Design: Layout and Typography for Beginners', Lisa Graham/Delmar Press, 2002

Tools: 1. Black presentation board (three boards minimum, 15" x 20" or 16" x 20"). NOT foam-core.

2. Adhesive of choice: Rubber cement, Studio Tac, glue stick, double-sided tape.
3. Drawing pad for thumbnails, roughs, and comps. (Tracing paper pad is optional)
4. Two flash thumb drives: one master, one back-up
5. Xacto knife, blades
6. Metal straight-edge ruler for measuring and trimming artwork
7. Type gauge: C-Thru GA-86
8. Three different weight Micron pens (005, 01, 05)
9. Drawing pencils and a kneaded eraser

Topical Outline – (Outline may be adjusted as semester progresses. Students will be notified.)		
<p>Week 1 08.30.10</p> <p><i>*Note: we do not meet 09.06.10</i></p>	<p>INTRODUCTION – Layout Design & Typography</p> <ul style="list-style-type: none"> • Desktop Publishing: InDesign, Photoshop and Illustrator • Vector vs. bitmap, print vs. web, resolution, saving, file formats, file management... • Type Styles and Categories • HOMEWORK: • Chose a designer for in-class presentation (see handout) • Register for my blog updates at www.artorium.com/instruction • Send me a 'professional' email • Read Text: 'About Dante's Inferno' • Exercise 1 – Type Styles 	
<p>Week 2 09.13.10</p>	<p>CENTURIES OF TYPE – History of Type & the Development of the Written Language</p> <ul style="list-style-type: none"> • Typefaces vs. fonts, families, variations • Anatomy of a letterform 	

	<ul style="list-style-type: none"> InDesign: Interface – tools, menus and palettes. Working with type <u>Project 1</u> Part1: Word Expression – sketches HOMEWORK: <ul style="list-style-type: none"> Word Expression – sketches 	
Week 3 09.20.10	EVOCATIVE TYPOGRAPHY <ul style="list-style-type: none"> Fundamental concepts of composition; negative and positive space, foreground and background, scale, balance, tension/harmony, contrast, form, structure rhythm, drama InDesign: Layers and character palette, word spacing, tracking, baseline... Word Expression sketch review – begin finals HOMEWORK: <ul style="list-style-type: none"> Complete Word Expressions 	
Week 4 09.27.10	DESIGN & CONSTRUCTION <ul style="list-style-type: none"> <u>Project 1</u> Part1: Word Expressions DUE <u>Project 1</u> Part2: Poster Design InDesign: Document Dimensions – trims and bleeds. Pages – adding, deleting, navigation. Color - creating new colors, edit colors, spot color, process color, apply color (background, type, lines), color blends <u>Project 1</u> Select a quote from Dante’s poem (see handout) HOMEWORK: <ul style="list-style-type: none"> <u>Project I</u> Poster Design – layout sketches 	
Week 5 10.04.10	TYPOGRAPHIC COMPOSITION <ul style="list-style-type: none"> Hierarchy of information, focal point and balance in composition. InDesign: Text box vs. image box. Importing images, shapes, and borders. Paragraph alignment, leading <u>Project I</u> Poster Design – select successful sketch and begin to layout in InDesign. Add all necessary components HOMEWORK: <ul style="list-style-type: none"> <u>Project I</u> Poster Design layout 	
<i>*Note: we do not meet 10.11.10</i>		
Week 6 10.18.10	PRODUCTION & SPECIAL EFFECTS <ul style="list-style-type: none"> InDesign: Effects: transparency/opacity, blending modes. Preparing for print: packaging/collecting for output <u>Project I</u> Poster Design – using the quotation, experiment with creating visual meaning in graphic representation of text. Focus on expression through letterforms. HOMEWORK: <ul style="list-style-type: none"> <u>Project I</u> – Design, layout and special effects 	
Week 7 10.25.10	MID-TERM – EXAM <ul style="list-style-type: none"> <u>Project I</u> – Digital (PDF) Poster Draft1DUE In-class presentations HOMEWORK: <ul style="list-style-type: none"> Make corrections and send to PRINT 	10% 20%
Week 8 11.01.10 MIDTERM CLASSTRIP	DUE: <u>Project I</u> – printed and trimmed for Grace Gallery Intro <u>Project II</u> - Typography Booklet HOMEWORK: <ul style="list-style-type: none"> Research, brainstorm, sketches Bring in a magazine of your choice 	
Week 9 11.08.10	READABILITY & LEGIBILITY <ul style="list-style-type: none"> Rules & Breaking Rules in Layout Design Leading (line spacing), kerning, alignment, paragraph spacing 	

	<ul style="list-style-type: none"> Assess magazine article: Headlines, subheads, leader paragraphs, primary and secondary drop caps, side bars, pull quotes, picture captions... InDesign – Styles Exercise 2 – Comping Type HOMEWORK: Complete exercise 2 <u>Project II</u> Cover design 	
Week 10 11.15.10	DOCUMENT DETAILS & PUNCTUATION <ul style="list-style-type: none"> Punctuation style, baseline-shift, expert sets, small caps, oldstyle figures, ligatures, InDesign - Master pages vs pages (page numbers) <u>Project II</u> Document dimensions for booklet: trims and bleeds HOMEWORK: <ul style="list-style-type: none"> <u>Project II</u> Typesetting: set up booklet using content from exercise 1& 2 	
Week 11 11.22.10	TYPE SETTING <ul style="list-style-type: none"> InDesign: Placing text, text threading, scaling, fitting, text wrap palette, clipping path, runaround, grouping Character vs paragraph formatting: leading, kerning, tracking, drop caps Working with Styles: paragraph styles, character styles, nested styles <u>Project II</u> Cover design (revisions) <u>Project II</u> Booklet layout HOMEWORK: <ul style="list-style-type: none"> <u>Project II</u> Cover design (revisions) layout (revisions) 	
Week 12 11.29.10	DESIGN DETAILS <ul style="list-style-type: none"> InDesign: Headlines & subheads, captions, emphasizing type, line breaks and hyphenation. Libraries. HOMEWORK: <ul style="list-style-type: none"> <u>Project II</u> Booklet Mechanical– print and bind 	
Week 13 12.06.10	IN-CLASS PRESENTATIONS <ul style="list-style-type: none"> Review Mechanical HOMEWORK: <ul style="list-style-type: none"> <u>Project II</u> Booklet production – make all necessary corrections 	
Week 14 12.13.10	IN-CLASS LAB DEVELOPMENT HOMEWORK: <ul style="list-style-type: none"> <u>Project II</u> Booklet production and printing 	
Week 15 12.20.10	FINAL PRESENTATIONS DUE: <u>Project II</u>	20%