PUBLICATION DESIGN WORKSHOP

Tuesday 6:30—10 pm
W336 AJB
Instructor: Ron McClellen
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Office hours: Tuesday 12-1 pm / W339 AJB / phone: 335-3360
Wednesday and Thursday 4-5 pm / W322 SSH / phone 335-1135

PUBLICATION DESIGN: PROCESS AND PRODUCT

This workshop teaches the basics of publication design. We investigate the connection
between pictures and words as a designer and learn how to produce well-designed
publications that communicate effectively with an intended audience.

The class begins with the basic tenets of graphic design and the tools and technical
skills needed to produce a publication. Those principles are then applied to specific
projects of increasing complexity throughout the course. This class encourages stu-
dents to think critically and creatively about print communication.

The class includes lecture/demonstrations in basic graphic design, typography, soft-
ware tools (Adobe InDesign, Photoshop, and Illustrator), and press and electronic
requirements. We begin with a simple one color project and, throughout the semester,
advance to more complex projects: poster, 4-color magazine layout, and a final proj-
ect of several related pieces determined by the student. The class projects are a mix
of printed and electronic publications. Introduction to the software is included in class,
but students need to become adept at working with the Adobe Creative Suite programs
from the outset as part of their work outside of class. These tools are the industry stan-
dard in design and are needed in order to complete assignments.

Students are expected to work within preset project parameters that mimic real world
situations. For each project, students present and defend their ideas, design rationale,
and finished artwork to the class and will include evidence of the process, as well as the
final product, in the form of sketches, discussion, and finished comps. Students learn to
make design decisions based on good design principles and visual critique.

Learning publication design will also be set in the context of the history of modern
graphic design and great designers. One written/designed project will be required cov-
ering this.

GOAL: CRITICAL THINKING

Visual communication relies on both well written and well presented work. The goal of
this workshop is for students to become aware of good design in the context of today’s
world, understand the importance of design in communicating information, and be able
to use the basic tools of design to create their own publications. The primary emphasis
goes beyond learning the technical and production requirements for publication design.
The students are encouraged to think critically, strategize solutions, and begin to de-
velop their own approach to publication design. They are expected to experiment and
take risks in searching for fresh meaning in visual communication.
COURSE INFORMATION

TEXTS
There is no required textbook for this course. Students use reserve materials, class handouts, Internet sites, and suggested texts to research and execute projects.

Each student needs a flash drive, a sketch book, and drawing implement.

GRADING
All design projects are graded on their merits and as the course progresses, the ability to incorporate the design principles learned has increasing weight. Students receive written comments from the instructor on each project and those comments should be taken into account in subsequent projects. A student’s willingness to take risks, push for the creative edge, and experiment is a plus.

There is one written exam that covers lecture material, class discussions, and design analysis.

The final grade will be determined by:
- 2 design projects: 10% each
- written and designed magazine article project: 20%
- written exam: 20%
- final design project: 30%
- class work and participation: 10%

POLICIES
Deadlines
Because publication production in the real-world is always deadline driven, all projects must be complete on time. Late project grades are penalized by 10% of that project’s total grade unless the student has received prior permission form the instructor.

Attendance
Students are expected to attend each class and stay until dismissed. Contacting the instructor before or immediately after a missed class is required.

Class participation
All students present projects to the class. Participating in class discussion is important.

Communication
Communication between the instructor and students is during office hours, by appointment, and by email. Good design requires collaboration and feedback on ideas and final publication. It behooves the student to interact with the instructor throughout each project.

The teaching assistant provides times available for help outside class with Adobe software and other questions.
REFERENCE MATERIALS

*Graphic Design: the New Basics*
Ellen Lupton and Jennifer Cole Phillips
[on reserve in the Resource Center]

*The Non-designer's Design Book*
Robin Williams
[on reserve in the Resource Center]

*The Non-designer's Type: Insights and Techniques*
Robin Williams
[on reserve in the Resource Center]

*Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students*
Ellen Lupton
[on reserve in the Resource Center]

*100 Habits of Successful Publications Design*
Laurel Saville

*7 Essentials of Graphic Design*
Allison Goodman

*D.I.Y.: Design It Yourself*
Ellen Lupton

*Print magazine*
[in the Resource Center]

*Communications Arts magazine*
[in the Resource Center]

THE IOWA DOZEN

As one of more than 104 programs in journalism and mass communication accredited by the Accrediting Council for Education in Journalism and Mass Communication (ACE-JMC), we must assess student learning to assure that each of our graduates meets the following standards.

We learn to ...
1. Write correctly, clearly and well.
2. Conduct research and gather information responsibly.
3. Edit and evaluate carefully.
4. Use media technologies thoughtfully.
5. Apply statistical concepts accurately.

We value ...
6. Free speech and First Amendment principles for all individuals and groups.
7. A diverse global community.
8. Creativity and independence.

We explore ...
10. Theories and concepts.
11. The history, structure and economy of media institutions
12. The role of media in shaping cultures.
THE COLLEGE OF LIBERAL ARTS AND SCIENCES

ADMINISTRATIVE HOME
The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall or see the CLAS Student Academic Handbook [www.clas.uiowa.edu/students/academic_handbook/index.shtml].

ELECTRONIC COMMUNICATION
University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences. (Operations Manual, III.15.2. Scroll down to k.11.)

ACADEMIC FRAUD
Plagiarism and any other activities when students present work that is not their own are academic fraud. Academic fraud is a serious matter and is reported to the departmental DEO and to the Associate Dean for Undergraduate Programs and Curriculum. Instructors and DEOs decide on appropriate consequences at the departmental level while the Associate Dean enforces additional consequences at the collegiate level. See the CLAS Student Academic Handbook.

CLAS FINAL EXAMINATION POLICIES
Final exams may be offered only during finals week. No exams of any kind are allowed during the last week of classes. Students should not ask their instructor to reschedule a final exam since the College does not permit rescheduling of a final exam once the semester has begun. Questions should be addressed to the Associate Dean for Undergraduate Programs and Curriculum.

MAKING A SUGGESTION OR A COMPLAINT
Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO. Complaints must be made within six months of the incident. See the CLAS Student Academic Handbook.

ACCOMMODATIONS FOR DISABILITIES
A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ for more information.

UNDERSTANDING SEXUAL HARASSMENT
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Comprehensive Guide on Sexual Harassment at www.uiowa.edu/~eod/policies/sexual-harassment-guide/index.html for assistance, definitions, and the full University policy.

REACTING SAFELY TO SEVERE WEATHER
In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. (Operations Manual, Part IV, 16. See items e, h, and i.)

*These CLAS policy and procedural statements have been summarized from the web pages of the College of Liberal Arts and Sciences and The University of Iowa Operations Manual.