

# DESKTOP PUBLISHING DESIGN

## ART 635 / SECTION 3340

### 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

Class structure will be comprised of demonstrations, assignments and discussions. Students are required to take notes during lecture and demonstrations and work on assignments during class. This is an instructional class on digital technology and desktop publishing, but learning good design is essential and half of class instruction. Students will become knowledgeable and experienced with the basics of InDesign and page layout. Adobe InDesign and some Photoshop will be the two main software programs employed. These two programs combined will familiarize students with all the desktop publishing skills needed to work in a commercial design field and for their own personal use.

#### WEEK 1, AUG. 29

Introduction to desktop publishing basics and file management. InDesign program will be explored by becoming familiar with the **toolbox** and **menu bar** and **palettes**. Simple exercises will be demonstrated to acquaint students with the new software on the spot. Basic design elements will be discussed. We will prepare a **New Document** to begin our session and customize our **Workspace**. Downloading images from the Web will be demonstrated for first assignment.

Assignment 1: Build "Lost" flyer.

#### WEEK 2, SEPT. 5

Composition and design is discussed. Graphic design vocabulary will be assigned. First half of period: build another flyer, this time an invite, i.e. party, lecture, reading, etc. Photoshop editing and basic InDesign techniques are learned. Text with **leading** and  **Kerning** and **tracking**, as well as discovery of **fonts** will be demonstrated and employed in new flyer.

Assignment 2: Design Invite/Party Flyer

#### WEEK 3, SEPT. 12

Fonts will be explored for this session. We will discuss **logos** and how many logos are designed with font usage only. We will select 6 logos and copy them, and employ the **horizontal** and **vertical** usage of font manipulation. We will learn how to **type on a path** and **create outlines**. Students will then design a fictional (or real) logo that will be used in later assignments for business cards and advertisements.

Assignment 3: Design 6 different versions of your logo

#### WEEK 4, SEPT. 19

Advertising design will be explored. Advertisement is a big industry. Ever look at a magazine? A billboard? Most media is supported by advertising. Ads copied from magazines will be assigned and then an original-designed ad will be assigned. Learn how to make a **PDF** and make **camera-ready** work.

Assignment 4: Build and design ads, 5 different ads in all — black-and-white, and color, and different ad sizes for newsprint.

### WEEK 5-6, SEPT. 26–OCT. 3

Full page color ads with full **page bleeds** for glossy magazines will be designed. We will learn how to prep for printer and what makes an ad successful. We will discuss how font family and only text can work for an ad as well.

Assignment 4: Two Full Page Color ads. One for a personal ad with your designed logo, the second one designed with teachers' elements employed.

### WEEK 7, OCT. 10

Business cards and stationery with simple logo will be designed and ready to upload for online printing facility. Five samples will be designed and the best will be put out. Composition and readability and originality will be factors in grading. Logos will be explored and the **Pathfinder** will be demonstrated.

Assignment 4: Business cards with stationery

### WEEK 8, OCT. 17

Mid-term finals. Plus project of your choice to turn in for mid-finals.

### WEEK 9–10, OCT. 24–31

Book cover with back and inside jacket. We will discuss composition, look at various book covers, past and present. We will explore how design should go with the subject/content and how judging "a book by its cover" does count. This project due with critique and class discussion.

Assignment 5: Book cover jacket, front, back and inside; Group critique

### WEEK 11-12, NOV. 7–14

Basic page layout. Students will learn how to flow text and **wrap around text** on images. We will design a front page newsletter of student's choice.

Assignment 6: Newsletter

### WEEK 13, NOV. 21

Students will learn how to add pages and learn **editorial layout** with basic journalism terms. They will learn how to align text and use headlines and subheads. This will be a basic magazine page layout.

Assignment 6: Editorial Double-page spread

### WEEK 15, DEC. 5

Magazine covers will be discussed. Examples of famous magazine covers will be shown. Several magazines will be shown to talk about what works and what doesn't. Students will be taught how important a cover design is, and how that is the most important point to a magazine. Being a "creative designer" will also be discussed and how one operates in the publishing world. There will be a class critique for this final assignment.

Assignment 7: Magazine cover

### WEEK 16, DEC. 12; FINALS

Final project is your Magazine cover due with class participation required. Automatic Fail if you do not show up.

FINAL: Class critique of Final Project

### REQUIREMENTS

- Cellphone use during class will not be tolerated. All phones must be retired during class.
- No food or drink allowed in classroom (please try to eat dinner before class)
- Complete all assigned projects on time
- Attend all classes and be on time; all work is done during class time, so attendance and punctuality are premium
- Participation in class discussions and critiques
- Buy removable storage in the form of Flash Drives (500 MB minimum)