

GD 304 GD IV: PUBLICATION DESIGN

Fall 2008-09 / MWF 2:00–6:00 pm
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SYLLABUS

Publication is the process of disseminating knowledge, to make information public. Historically, technological innovation has allowed for an exponential increase in publishing. The invention of printing (15th century) was a revolution in the democratization of knowledge. Since then, publishing has developed to include a wide range of publication formats aimed at different audiences, purposes, and end-uses. If today's various media, like the television or the Internet, offer an even easier access to information to a larger public, this has not led to the predicted "end of print", but nevertheless re-questioned the role of printed publications.

What new positions do printed publications hold and what is the value of print in the publication and media industry?

What kind of reading experience does printed matter bring to end-users? And how does design shape their experiences and cater for their needs?

Course description

In this course, we will be involved in the design of printed publications in their various formats, ranging from mass media (newspapers, magazines etc.) to special interest publications (fanzines, limited edition books etc.).

The above-mentioned questions will guide your research and investigations to creatively challenge design related preconceptions and limitations of the publishing industry. You are invited to question, critique and experiment in order to propose alternative methods of publication design.

Technical issues, tools and materials (software, printing, paper and binding...etc.), considered essential to the design process and production, will be covered when needed throughout the term.

Objectives

Students will be learning the principles of publication design, which include the processes of art direction and the design of layout systems for multi-page prints. While materializing editorial concepts into visual form, students will also develop ways to organize information meaningfully, and accordingly, devise compositional, typographic and image solutions.

Learning outcomes

At the end of the course, students will be able to apply creative methods in the design process of publications, while addressing issues of:

- genre, subject matter and content
- legibility and hierarchy
- languages and context
- readability, flow, pace and navigation
- the coherence of systems for serial publications (at the macro and micro levels)
- production, end use, trade and readership
- the handling and tactility of the published 'object'

Course policies

Your active presence is important in the class. You are encouraged to make the studio a creative working environment. Through your participation in the studio you give your fellow students the benefit of your experiences and opinions as a contributing member—as in all studio classes, the sharing of ideas, discussion, and participation in class are inherent to the notion of the design studio. It is expected that you attend all classes and that you bring creative force, enthusiasm, imagination, dedication, and an open mind.

You are expected to always be well prepared to work in the studio; have made your research and collected the needed information prior to the studio session, plus have all the materials needed.

Project grading will be based on the following: Research and sketching; creative exploration of concepts/ideas and their visual expression; clean execution and presentation skills.

Final grading will also take into account attendance, class participation, professional attitude, as well as students' progress and development during the semester.

NO LATE SUBMISSION ALLOWED

late projects will automatically receive a zero

Course Calendar

- Project 1 **The irreproducible book**
October 6 – 10
- Project 2 **Bilingual newsletter** (identity, grids and layout systems)
October 13 – November 3
- Project 3 **Magazines from A to Z** (editorial concepts and art direction)
November 3 – December 8
- Project 4 **Favorite fiction** (authorship, narrative, flow and materiality)
December 12 – January 26