

LAYOUT AND PRODUCTION

ART 2043

Instructor: Dan May

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[Class Meets: MWF 9:00 AM-9:50PM](#)

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Check schedule for appointments

SURF OR SHOE : " PLEASE SHOOT ME IN THE FACE PUT ME OUTTA MY MISERY" CATALOG: DURATION 2 WEEKS...

Surf or shoe sales catalog; Separations and PDF of Catalog on Disk, Graphic Check off, with native as well as Print ready file. Plus mockup of catalog.

Create Cover, back, and 4 Interior Pages. 6 pages total. Saddle Stitch final piece. Size to maximize impact but use less material, and avoid bleeds if possible. Try to steer clear of traditional 8.5x11 catalog...be inventive! Be green, but aesthetically pleasing. Our paper is already 100% certified green but think in terms of how to use less material and still complete the assignment.

Included in the final (indd) file you must demonstrate abilities in:

- 1) Character Style Sheets
- 2) Paragraph Style Sheets
- 3) Table layout
- 4) Master Pages

Included on back page. there must be: Return label, USPS, Address

Inside spreads must have: Prices, and description of products and index must be included.

Minimum of 20 products represented.

1. 5 Concepts due Monday as sketches (not layouts.....concepts) (worth 20 points)
2. Work on refining in In Design Wednesday
3. Critique on Friday (15 points)
4. Critique following Monday (20 points)
5. Print mock ups Wednesday (20 pts)
6. Final Print on Friday
7. Due the following Monday at the beginning of class (Worth 150 points)

COURSE GRADING: Evaluation for this course will come from the following:

Project's iteration: How well you incorporate and innovate from your initial stages through completion of production to presentation. i.e.

1. Innovation/creativity-problem solving, concept, composition, color, form, line.
2. Research, technical proficiency in applications, effectiveness, and clarity of message
3. Work ethic, tightness, cleanness, timeliness, presentation, as well as critiquing skills

Projects are evaluated by skills related to student's ability to complete certain goals relating to aesthetics and competency in the medium. Though the concept and vision of the student may vary, the essence of any artistic piece is judged by the same rubric used in every one of the classes I teach.

Though technical proficiency is not the most definitive aspect to determine a student's grade, it does have a bearing on the overall product outcome.

These are the questions that I ask myself.

Composition /Harmony/Balance:

Do the visual arrangement of objects within a frame, or on a page look well considered as to force or shape the viewer's focus?

Shape: Are the shapes consistent with a tone or purpose that the artist has made evident by choice, purpose or is it by lack of ability, attention or care?

Line/ Texture: Does the line and texture of the work in conjunction with the piece or is it a distraction?

Color: Are colors used with an eye toward chromatic harmony and/or contrast?

Value: Are the elements of contrast from light to dark purposeful and direct? High Key v. Low Key

Rhythm/pacing/movement: Can be either implied or overt. Is there any rhythm present?

This relates to books, or any other visual medium with more than one page, frame or element, including video, film or web.