

LAYOUT & PRODUCTION

Art 3563

Instructor: Dan May

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Class Time MWF 10:00 AM

Lab Hours: 8:00 AM-7 PM

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Purpose:

To hone production /layout and design skills for pre-press and final production to insure that you create "error free" aesthetically pleasing work. We will also explore sustainable resources in the graphic design loop while creating mock-ups for nearly everything we do. Critical thinking skills in evaluating problems and providing viable solutions remains the emphasis of all design. Not only does a piece have to look good, it needs to work, fitting together seamlessly as if it was sent from directly from the manufacturer or printer so your ability to manipulate materials as well as designing in the "virtual environment" of Adobe Indesign, Photoshop and Illustrator is absolute.

Remember Paul Rands words: "To design is to transform prose into poetry."

Hopefully you haven't vomitted from that inspirational snippet, and understand the import of the words.

Appointments:

My door is open and I encourage you to visit me when you have a problem or need some assistance , but all appointments must be scheduled in advance due to a tightening schedule.

Attendance:

Absences WILL reduce your grade. FOUR ABSENCES WILL RESULT IN A ONE LETTER GRADE REDUCTION FOR THE COURSE. Additional absences will further reduce the course grade incrementally by a full grade.

Absences must be excused by written note or must be arranged by the student prior to class. If a student is involved in any extra-curricular activity, it is your responsibility to inform me in advance of your participation in any event. Leaving early will count against you unless prior arrangements are made.

Class participation in the process of critique is encouraged and evaluated as part of your grade.

Grades:

A=(93-100)

B=(92-85)

C=(84-74)

D=(73-66)

F=65 and below

Grading procedure for work: Each assignment has a set of parameters that will be outlined either in class or in a handout. When minimum requirements are met you receive a "C" grade. You can move up or down from there based on percentage of completion and the merits of your work. Your work will be evaluated by your proficiency in the medium using style, originality, composition, color, texture, line, et al as guidelines for grading. As an artist you are graded on your Art most of all, but the scholarship and research that you used in completing the assignment can and will be a factor in grading. If for instance, I have questioned your approach in completing an assignment and you can convince me that your research demands that a piece be done in a certain fashion then you will be assessed based on your argument.

Assignment Deadlines and More Information:

All deadlines will be posted prior to the assignment on the board in class or via PDF on the website.

<http://goodgravydesign.net/lp.html>

All assignments are due at the beginning of class unless posted otherwise.

Any assignment not turned in on time will receive an "F."

Sketches, process notes etc. for purpose of critique are considered assignments. When you miss a class when sketches are due, you must take into consideration that you are not turning in an assignment, which results in a "0" unless you have an excuse as outlined in the student handbook.

MINIMUM STANDARDS OF EXCELLENCE ARE HIGH. THE VISUAL IMPACT OF YOUR DESIGNS SHOULD BE PROFESSIONAL. YOU WILL BE REQUIRED TO ENTER ONE DESIGN COMPETITION FOR YOUR FINAL.

THE COMPETITION SUBMISSION WILL REQUIRE PROOF OF ENTRY BY MAY 1ST.

COMPETITION DEADLINE IS MAY 8TH.

for more information:

<http://www.commart.com/competitions/design>

Critiques:

When critiques are scheduled you must be prepared at the beginning of class to discuss in detail what you were trying to accomplish and what methods you utilized. Questions may be intense when trying to ascertain direction and scope of your work, so be prepared to have well thought out responses.

Liner notes will be provided.
Text and tables must be laid out in InDesign.

Musts:

UPC label,
Record Label
copyrights,
manufacturer
recording studio
recycle symbol
logos must be done illustrator
photos (obviously-photoshop)
all collected and output in InDesign (NO EXCEPTIONS)
and packaged to cd

Finished piece must have:

A Proof:

working mock-up
seps
and Indesign packaged and Output to CD.

Week 3.5:

InDesign Libraries; Monograph (TBA)