

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

LETTERPRESS COLLABORATIVE WORK/ COLOR/REGISTRATION/TYPOGRAPHY/ LINO/INSTRUCTION MANUAL

This assignment is designed to test your ability to compose a piece which is artistic in focus and practical in scope.

You can use red, yellow, blue (primary colors) and black for type.

Create Cover (Title page) , Back (use it as you wish, but must contain at least one element) & Eight Interior Pages (minimum). 10 pages total (minimum). (one page must be title page)

Size is your choice but maximize impact based on your concept and direction... but less is more. Try to steer clear of traditional formats.

Think in terms of audience and artistic sensitivity. Pacing, structure and narrative will drive the piece, so let the words create the voice.

You may wish to edit the narrative to adapt the text to your own narrative.

Each student will have to create their own illustration for the piece.

Each student will have to contribute with one layout consistent with the overall theme and direction that the class has decided to take.

Each student will have to set type for at least two pages on their own.

This will be an edition of 12, so paper must be decided upon and purchased before hand.

Adjust for error and misprints.

each student will be required to bind one edition. (perfect bound method).

You have three weeks to complete.

1st week create layouts and decide approach

2nd week cut linocuts, decide on color and refine layouts

3rd week-print. (12 editions)

ASSIGNMENT GRADING:

Each student will be graded by their peers based on their contribution to the project.

I will give you sheets to fill out after each class as you progress that you will use to evaluate your team members.

You will also be evaluated by your 2 page "spread" and the final product. So that is a total of three sources for evaluation that will be averaged together. Worth 300 points total.

Innovation/creativity-problem solving, concept, composition, color, form, line.

1. Research, technical proficiency in applications, effectiveness, and clarity of message
2. Work ethic, tightness, cleanness, timeliness, presentation, as well as critiquing skills

Remember to design the cover and one spread layout in your sketchbooks first before proceeding to the computer.

Warnings: Please refrain from using any clip art or download copyrighted imagery from Google, Yahoo etc., to use in your work. Originality and personal pride in your work are necessary components of any designer/artist.

Requirements:

Deadlines, deadlines, deadlines. We all hate deadlines. Unfortunately, as it exists in the workplace, so it is here. All deadlines must be met at the time posted. Any work turned in after the deadline will receive an "F.". All work must be presented in a professional manner consistent with the assignments parameters. No frayed edges, no smudges, no typos, no misspellings, no widows or orphans...perfect.

