

**PRINT AND EDITORIAL DESIGN**

GRD 4100 CRN 17582

2:30 – 5:00 M, W

Spring 2016

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Office ART 358 office hours Wed. 10 - 11

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**SYLLABUS**

*Prerequisites: GrD 3200 with grade of C or higher, and consent of graphic design coordinator or instructor. Advanced editorial design concepts within a studio problem-solving format; print and electronic publishing applications, identity, and format design; art direction and image-making of material with issue orientation and/or controversial content. Lab Fee: \$20.00.*

Students are required to attend class and to participate in critiques using terms and concepts introduced in the class. Assignment sheets for individual projects will be distributed via student email or the class blog. Students are responsible for retrieving handouts, worksheets, etc., from the web and for reading their student email.

[WWW.GRD4100.BLOGSPOT.COM](http://WWW.GRD4100.BLOGSPOT.COM)

**COURSE OBJECTIVES**

1. Discover how to organize texts through layout, typographic hierarchies, and graphic devices.
2. Apply branding and identity to a publication.
3. Develop design methodology including sketching and Creative Suite software.
4. Create diagrams, illustrations, and other elements that enrich texts.
5. Improve understanding of design practice through reading, writing, field trips, and speakers.

**BOOKS**

*Making and Breaking the Grid* by Timothy Samara is optional.

*InDesign Type (3rd Edition)* 3rd Edition by Nigel French is optional.

**GRADING CRITERIA**

A (4.0) Work exceeded requirements of the assignment as a result of thorough exploration. Used medium in novel and skillful manner; solution presented novel response to core challenges of the assignment.

B (3.0) Work fulfilled stated requirements; used media and principles of design effectively; drew from research and preparation.

C (2.0) Work addressed requirements of the assignment but showed only perfunctory exploration. Competent work or work that may be above average in some respects but not fully resolved.

D (1.0) The assignment was completed and turned in, but showed weak understanding of design principles and use of the medium.

F (0) Work was never completed; showed misunderstanding of the basic assignment or disregard for medium.

Final grade for the semester is based on project grades plus class participation. Poor attendance, plagiarism, or other behavior that violates GSU code of conduct will also impact your grade.

You must drop this course yourself on or before Tuesday March 1 to receive a "W."

**SYLLABUS P. 2, SPRING 2016**

<b>WEEK</b>	<b>MON</b>	<b>WED</b>
Jan 11 – 13	Discuss syllabus, blog; view magazines at library	Begin menu designs; Discuss InDesign; Read ABA Form.
Jan 18 – 20	Holiday	Print out and discuss drafts of your menus; Discuss ABA form; InDesign.
Jan 25 – 27	<b>UPLOAD MENUS AS INDD FILES.</b> Critique unmounted printouts of menus	Booklet workshop: bring markers, color pencils, glue or paste.
Feb 1 – 3	Critique booklets	<b>TURN IN BOOKLETS AT END OF CLASS.</b> Visit library; Research readership of magazines.
Feb 8 – 10	Announce magazine choices; sketch nameplates.	Peer-crit nameplate.
Feb 15 –17	Crit printed-out nameplates; <b>UPLOAD NAMEPLATE</b>	Work day for Cover designs
Feb 22 – 24	<b>UPLOAD DRAFT OF YOUR RATIONALE;</b> InDesign Q&A	Workday for Feature spread.
Feb 29 – Mr 2	<b>UPLOAD COVER DESIGN SKETCH;</b> Peer-crit Cover and Feature spread.	One-day exercise
Mr 7 – 9	Discuss printouts or hardcopy sketches of infographic in class; Lecture on making tables in INDD.	Workday or field trip.
Mr 14 – 16	Spring break	Spring break
Mr 21 – 23	<b>UPLOAD LATEST INDD VERSIONS OF YOUR NAMEPLATE, COVER, CON- TENTS, AND FEATURE SPREAD.</b>	Binding workday: bring supplies
Mr 28 – 30	<b>UPLOAD INFOGRAPHICS</b>	Review A-B-A form, contrast, structure
Apr 4 – 6	<b>UPLOAD REVISED RATIONALE, COL- LAGE PAGE</b>	Onscreen critique of Collage pages
Apr 11 –13	<b>UPLOAD MAGAZINE TO DATE AS INDD FILE</b>	Photographing magazine comps
Apr 18 – 20	Peer crit bound comps (not final version)	Photograph comps
Apr 25	Last class: Critique final comps and images	
May 2	<b>UPLOAD INDD FILES TO SHARED- SPACE;</b> deliver printouts and comps to my office ART 358 by 5:00	

98 - 100% = A+  
 93 - 97 = A  
 90 - 92 = A-  
 87 - 89 = B+  
 83 - 86 = B  
 80 - 82 = B-  
 77 - 79 = C+  
 70 - 76 = C  
 60 - 69 = D  
 below 60 = F

**GRADING FORMULA**

Menu 3 ways	10
Booklet	10
Magazine daily	25
Magazine final	25
Comping, documentation	15
Participation	15

## SYLLABUS P. 3, SPRING 2016

### EQUIPMENT/SUPPLIES

Removable media with your name/contact information clearly marked.

Backup equipment or method: whether you copy projects to a CD, your home HD, or the cloud, is your choice – but you are responsible when you lose your data.

Paper printouts, mounting board, comping supplies. You will print out and bind a comp of your publication.

Bring inexpensive earbuds or headphones for use with computers.

### POLICIES

Food and drink are not permitted in the classroom. Violations of this policy may result in your being asked to leave class for the day, your semester grade being decreased, or your being reported to the university for disruptive behavior.

Attendance at every class is expected, and the roll is taken at the beginning of each class. If you are enrolled in a course and do not attend the first and second class meetings, you will be asked to drop the course. Classes begin and end at stated times, and you should be in class during the entire class period. **Leaving early or arriving late is counted as 1/3 of an absence, so, for example, arriving late to class three times will count as one absence.** If you arrive late, it is your responsibility to notify me that you were late, rather than absent – or your attendance record remains as an absence. Final grades will be reduced by one letter grade for each absence after the third. It is recommended you save your allowable absences for emergencies.

With proper written documentation, absences may be excused for university-sponsored events, legal obligations, and religious observances. Refer to the Undergrad/Grad Catalog for details. With written documentation, absences may also be excused due to death or major illness in student's immediate family, illness of a dependent family member, and illness that is too severe or contagious for students to attend class. Students with legitimate reasons for absence may still need to take hardship withdrawal or repeat the class. You will be held responsible for the material covered in missed classes and must consult with your fellow students to receive all necessary instruction and information.

Students who wish to request accommodation for disability should do so by registering with the Office of Disability Services. Students may only be accommodated upon issuance by the ODS of a signed Accommodation Plan and are responsible for showing that plan to instructors of all classes in which accommodation is sought.

Disruptive Behavior: Students should consult the General Catalog for the university's policy on disruptive behavior. Disrespect towards the professor or towards other students will not be tolerated.

Security: GSU has installed punch code locks to make buildings safer. Treat labs and studios as secure spaces: Always have your GSU ID card with you when on campus and never allow anyone to use your card. Report suspicious people or activity to faculty, or to campus police at 404-413-2100. Never allow someone else to enter a security-code door with you: make them enter the code themselves. Failure to follow security procedures can result in lower grades or expulsion from the class.

Your constructive assessment of this course plays an indispensable role in shaping education at Georgia State. Upon completing this course, please take time to fill out the online course evaluation.

The course syllabus provides a general plan for the course; deviations may be necessary.