

PRINT AND EDITORIAL DESIGN

GRD 4100 CRN 85107

11:00 – 1:30 M, W

Fall 2013

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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. You are required to submit questions to the blog for each weekly reading as listed on the calendar.

www.grd4100.blogspot.com

COURSE OBJECTIVES

1. Discover how to organize texts through layout, typographic hierarchies, and graphical elements.
2. Apply branding and identity to a publication.
3. Develop methods for executing designs using sketching and Creative Suite software.
4. Create diagrams, illustrations, and other devices to enrich texts.
5. Improve understanding of design practice through reading, field trips, and speakers.

BOOKS

Making and Breaking the Grid by Timothy Samara is optional.

How To Be a Graphic Designer Without Losing Your Soul 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 October 15 to receive a "W."

GRADING FORMULA

Written rationale	10
Layout 3 ways	15
Magazine typography	20
Magazine images	20
Design of digital version	10
Comping, boards	10
Participation	15

EQUIPMENT/SUPPLIES

Removable media with your name/contact information clearly marked.

Backup equipment or method: whether you copy projects to CD, your home HD,

or the cloud is your choice, but you are responsible when (not if) you lose your data.

Mounting board, comping supplies.

Food and drinks are not allowed in the labs at any time.

Bring inexpensive earbuds or headphones for use with computers.

SYLLABUS P. 2, FALL 2013

WEEK	MON	WED
Aug 26 - 28	Discuss syllabus, blog visit magazines at library	Begin Layout Three Ways; Discuss InDesign; Read ABA Form and find example.
Sept 2 - 4	Holiday	Discuss your layout example in terms of ABA Form; discuss layout and grids.
Sept 9 - 11	Upload LTW to Sharedspace at beginning of class	Revisit library; choose magazine; Sketch nameplate.
Sept 16 - 18	Research readership; Post nameplate sketches.	Upload your rationale for redesign. Peer-crit nameplate.
Sept 23 - 25	Crit printed-out nameplate, upload image to your blog.	Post cover design sketches on your own blog.
Sept 30 - Oct 2	Post Contents page to your blog. InDesign Q&A	Post feature spread sketches to your blog.. IN-PROGRESS CRIT (onscreen or printout)
Oct 7 - 9	Post Shorts Page sketches to your blog. Peer-crit Shorts Page.	Post infographics sketches to your blog.
Oct 14 - 16	Upload to Sharedspace: INDD version of Nameplate, Cover, TOC, Feature Spread.	Workday or field trip.
Oct 21 - 23	Translate 3 pages to iPad, phone, and/or web.	Binding practice.
Oct 28 - 30	In-class challenge	Peer-crit of digital versions onscreen.
Nov 4 - 6	Turn in revised rationale on Sharedspace.	Onscreen critique digital designs.
Nov 11 - 13	How to photograph comps.	Peer-crit board layouts for digital designs.
Nov 18 - 20	Meet the seniors.	Conferences
Nov 25 -27	Holiday	Holiday
Dec 2 - 4	Critique printed and bound comps.	Upload to Sharedspace your finalized Rationale. Photograph comps of magazines and digital assets.
Dec 3 - 5	Workday	Critique unmounted printouts of digital. Upload files of Digital to Sharedspace.
Dec 9 - 11	Workday	FINAL CRIT: Comps of magazine; Boards of digital designs.
Dec 16	Turn in all files by 5 pm.	

The course syllabus provides a general plan for the course; deviations may be necessary. ¶ 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. ¶ 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 Office of Disability Services of a signed Accommodation Plan and are responsible for showing that plan to instructors of all classes in which accommodation is sought.

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