**ARTS 4391.001** Book and Jacket Design

Professor:
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**Office Hours:**
Tuesday & Thursday
3:30 pm – 5:30 pm
CA 208

**Printing Lab**
During your class time

**Work Lab:**
CA 201
Open 8 am to 11 pm

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**course description**

This course will cover concept and content development, design, and execution of single edition and limited edition books through lectures, demonstrations, and studio work. Emphasis placed on creativity, problem solving, organizational ability, technical precision, and overall long-format design.

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**student learning outcomes**

- To examine the historical design of books
- To investigate the role of book design in culture
- To explore the ways in which book design can be accomplished

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**required texts**

*Penguin by Design: A Cover Story 1935-2005* by Phil Baines

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**required materials**

- Portable storage device
- DropBox account (free)
- Sketchbook for writing

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**grading opportunities**

100–90 A, 89–80 B, 79–70 C, 69–60 D, below F

- Major projects will total 80 points of your final grade.
- Readings/Responses will total 20 points of your final grade.

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**major projects**

There will be two major projects. Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the points break down for that specific project. Worth 80 points of your final grade.

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**creative journal**

You are required to keep a journal through the semester to catalog your experience, inspiration and notes. Recommended size is no smaller than 5 x 7 inches. This journal will be handed in at midterm and the final. This journal is worth 20 points of your final grade.
ADA compliance

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me as soon as possible, preferably during the first two weeks of class. All discussions will remain confidential. Contact the Services for Students with Disabilities Office (825.5826) if you have a disability or suspect that you have a disability requiring academic accommodations.

*This syllabus is tentative. Assignment & project dates as well as grading opportunities may change as I see fit.

ADVISING

The college of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

GRADE APPEAL PROCESS

As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.
class schedule :: this schedule is tentative and may change at any time at my discretion

Week One
• Introduction, Syllabus, Course Overview
• Lecture and Discussion
• Research:
  Find 5 examples to include in your journal. Write a one page review of each
• Assign research presentation

Week Two
• Bring in research presentation
• Tab readings with keywords for discussion

Week Three
• Continue reading
• Share sketches for project 1/ Mock up if applicable

Week Four
• Continue reading
• Mock up due in color print

Week Five
• Final edits to project 1
• Present project 1
• Bring in 2 interior page layout good examples

Week Six
• Bring in book you choose for project 2
• Sketches and brainstorming for project 2

Week Seven
• Read book for project 2
• Tab and highlight key identifiers for visuals
• Discuss with class

Week Eight
• Mocks for project 2
• Color print outs

Week Nine
• Continue Reading
• Bring in new mocks for discussion
• Bring in 2 good cover examples

Week Ten
• Final copy edits
• Final cover edits

Week Eleven
• Final Mocks

Week Twelve
• Print rough full copy
• Exchange for editing

Week Thirteen
• Final in-class critique of project

Week Fourteen
• Final printing
• Final presentation
Graded Activity

Major Project One: Children's Book: Book & Jacket Design

- Develop a topic for a children's book
- Write a 12-30 page children's book based on your topic
- Must design interior pages, cover and back cover, et al. for the book
- All photos and illustrations must be original
- Final mock must be professionally printed and bound
  - Book binding is preferred (See Jessica Block for demo)

50% of final grade :: Up to 50 points can be earned on this project.
Student will each be graded on the following:

Overall Theme and Concept for Book: 5 points
Originality of Design and Imagery: 20 points
Technical Proficiency in Type and Layout: 20 points
Production Quality: 5 points

Major Project Two: Book Re-Design: Book & Jacket Design

- Choose a favorite book of yours
- Develop a new design for the interior pages, front cover, back cover, et al.
- All photos and illustrations must be original
- Final mock must be professionally printed and bound
  - Book binding is preferred (See Jessica Block for demo)

50% of final grade :: Up to 50 points can be earned on this project.
Student will each be graded on the following:

Overall Theme and Concept for Book Design: 5 points
Originality of Design and Imagery: 20 points
Technical Proficiency in Type and Layout: 20 points
Production Quality: 5 points