Graphic Design Program Standards

Professionalism

Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Late Work

No late work is accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. No exceptions other than for family tragedy or medical emergencies (with documentation). No incompletes will be given for this course.

Project Resubmission

One project may be resubmitted, with evidence of improvement, for a new grade at any time prior to the last regular class meeting (before finals week). The new grade will replace the old grade but can only be a maximum of one complete letter grade higher. In the unlikely event the new grade is lower than the old one, the higher of the two grades will be counted. Original must be included with new project.

Plagiarism

Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review. Plagiarism is the presentation of the work of another as one’s own work.

Studio Work Time

We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects unless dismissed by the instructor. There is very little opportunity to work outside of class in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank is also available with 5 computers. Corpus Christi Hall 209 is equipped with mac computers and Adobe Creative Cloud. A schedule of availability for this lab will be posted and provided at the start of the semester.

Attendance

Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible.

Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.

- You will lose a single letter grade on your fourth (4) absence.
- Five (5) absences will result in the drop of another letter grade.
- Six (6) absences will result in the failure of the course.
- Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Attending critiques are mandatory.

Cell Phones
You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

Email Addresses
You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

Social Networking
Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.

College of Liberal Arts Standards

Disabilities Accommodations
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Academic Advising
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Dropping a Class
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. November 8, 2019 is the last day to drop a class with an automatic grade of “W” this term.

Grade Appeal Process
As stated in University Procedure 13.02.99.C2.03, 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 Procedure 13.02.99.C2.03, *Student Grade Appeals*. These documents are accessible online at: [http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf](http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf)

For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, [http://cla.tamucc.edu/about/student-resources.html](http://cla.tamucc.edu/about/student-resources.html).

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**Course Description**

As it appears in the catalog. Verbatim.

**Student Learning Outcomes**

- The student will demonstrate an understanding of the fundamental visual communication theories as related to publication design.
- The student will demonstrate a proficiency of publication design through theory and practice of using grids, working with color palettes, type styles, images, and multiple formats.

**Course Pre-Requisites**

*Instructor Approval.*

Course Prerequisites: GRDS 1301, 1302.

**Required Text**

*Grid systems in graphic design: A visual communication manual for graphic designers, typographers and three dimensional designers* by Josef Müller-Brockmann

*Designing the Editorial Experience: A Primer for Print, Web, and Mobile* by Sue Apfelbaum and Juliette Cezzar (TAMU-CC online library)

**Suggested Texts**

*Making and Breaking the Grid* by Timothy Smara

*Art Direction and Editorial Design* by Yolanda Zappaterra

**Required Materials**

- Portable media: Jump drive/USB drive. (At least 1 GB)
- Dropbox account (Back up your files to cloud storage, always!)
- Personal Adobe CC subscription recommended, not required.

**About Course Projects**

The majority of the course grade points will be derived from student projects. The design artifact(s) produced within the project parameters and deliverables will show evidence of a student’s understandings of obtained/mastered knowledge, abilities or skills.

Full project details including assignment details, assignment grading rubric, assignment submission instructions and assignment resources will be provided on Blackboard.

Each project will be graded on three overall factors:
1) discussions, critiques, and other class participation;
2) your creative process;
3) the final artifact.

Project grades will foremost be based upon the excellence of the project work which include but are not limited to: research, creativity, response to the given problem, execution, how completely instructions were followed, deadline accountability and presentation. Final grade evaluation for creative projects will be determined by the Professor or instructor using the project’s outlined grading rubric.

Each class period generally will include time for lecture, discussion, design exercises, lab work and breaks. While most class meetings will allow for lab workday time, it is not guaranteed and will definitely not be enough time to complete the required projects for the semester.

NOTE: In order to complete course work and assignments, it will be necessary to spend much out-of class time in the lab. Plan now to spend four to six hours a week planning and creating projects. While each publication is in full development, it will require more than the outlined hours a week to meet the deadline. Though some class time will be devoted to supervised lab work, students will need to schedule lab hours to accommodate their own schedule.

Project Critiques & Discussion
The Graphic Design Program uses a formal in-person criticism model for all feedback and evaluation. This process is born out of the fine arts tradition and allows students to learn by viewing other approaches to projects in addition to their own, hearing multiple perspectives during criticism and participating in the critical analysis of peer work. During discussions of their work iterations, the student is expected to request relevant feedback and consider the comments of the classmates and the instructor to ensure their work is appropriate and successful.

Class Name Graded Activity

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

Graded Activity
- Outlined projects will total 75 points of your final grade.
- Outlined assignments will total 20 points of your final grade.
- Class participation will total 5 bonus points of your final grade.

Projects
There will be 5 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.

Project 1: Magazine Design :: 20 pts.
Students will survey and apply the principles of graphic design to the creation of one 32-page magazine by understanding cross-cultural influences in visual perception and communication design.

Project 2: Book Cover Design :: 10 pts.
Student will design book cover jackets that answer the creative brief. Students will apply the principles of graphic design to visually, rather than verbally, communicate effectively.

Project 3: Non-Fiction Book Design :: 20 pts.
Students will gain an understanding of the importance of the art of collaboration in the design process, planning and analysis of book production. Students will be divided into teams who collaborate to produce and print a full-color book.

Project 4: Making Your Own Zine :: 10 pts.
Students will create a zine on a topic of their choosing to showcase their abilities as storytellers and visual communicators. A complete zine will include front cover, back cover, 6 interior pages, and an optional inside full page.

Project 5: Newspaper Design :: 15 pts.
Students will concept, research, strategize, and pitch a new creative direction for the student publication, Island Waves.

Assignments
Small assignments will be given between projects or in-class.

- Magazine Masthead :: 5 pts
- NYT Bootcamp :: 5 pts
- From Print to Screen :: 5 pts
- Case Study Presenter :: 5pts

Class Participation
Participation & Collaboration accounts for 5 points of your overall grade. See participation rubric in Blackboard for full details of participation assessment.

Class Schedule
The course schedule is outlined by week and will note lecture topics for each class, homework assignments and DUE dates for assignments.

WEEK 1 8/26-8/30 Introduction, Syllabus, Course Overview.

Tuesday
Lecture: Introduction | Course Overview of types of editorial publications | Influential Art Directors & Designers
Discussion: Print is not Dead
Exercise: Magazine Content Analysis

Homework
Purchase and/or download books | Brainstorm magazine topic & target audience and be prepared to pitch 3 ideas during next class
Reading: Designing the Editorial Experience by Apfelbaum & Cezzar pg. 8-11

Thursday
Lecture: Overview of the following: Components of Publication & Editorial Design, Target Audiences, Understanding the Process, Production Planning
Discussion: Magazine Topics & Target Audiences Pitch
Exercise: Brain Dump of past & existing magazines through history
Homework
Magazine Mash-Up, Research editorial publications related to your topic, select a name for your magazine | Write Proposal for selected Topic
Reading: Designing the Editorial Experience by Apfelbaum & Cezzar pg. 14-27

WEEK 2 9/2-9/6: Magazine Format & Time

Tuesday
Written Proposal Due (uploaded to BB)
Lecture: Magazine Branding
Discussion: masthead case study review
Exercise: design your own masthead

Homework
research, concept, and sketch 50 thumbnails of proposed masthead

Thursday
Masthead research, and concepts due
Magazine Mash-Up due
Lecture: Magazine Format & Time
Discussion: masthead progress check
Exercise: critique masthead progress and post feedback on BB

Homework
Finalize masthead.

WEEK 3 9/9-9/13 Magazine Identity & Anatomy

Tuesday
Lecture: Magazine Identity: style and voice, typography, art, layout, Cover Design
Discussion: Case Study: The New York Times
Exercise: workday, Begin roughs of page layout for cover, create your dummy mockup

Homework
design cover layout, begin gathering story content, complete dummy and layout
Reading: Designing the Editorial Experience by Apfelbaum & Cezzar pg. 28-31, 38-53

Thursday
Masthead Due
Lecture: Sourcing Art | Image Making
Discussion: Case Study: The Guardian
Exercise: Storyboard your photo/illustration ideas

Homework
finalize cover layout | collect all feature & department text; no dummy text | Create images for stories/articles, art direct photoshoot(s)
WEEK 4  9/16-9/20 Magazine Art

Tuesday
Lecture: Magazine Anatomy & Structure: points of entry, four F’s, grids, headlines, subheads, etc. | InDesign Tutorial  
Discussion: Case Study: Bloomberg Businessweek  
Exercise: create 3 distinct styles for depart. headers, folio line styles, titles, subtitles & body copy  

Homework
Bring 5 well-designed examples of editorial publication spreads | submit grids (3) for review  
Reading: Designing the Editorial Experience by Apfelbaum & Cezzar pg. 32-37; Grid Systems by Muller-Brockmann pg. 49-71

Thursday

*Magazine Cover Due*
Lecture: TOC Design & Feature Story Design  
Discussion: Case Study: Rookie  
Exercise: TOC element breakdown  

Homework
design TOC page | design magazine spreads & continuation pgs. for stories | ads selected, scanned, and placed  
Reading: Grid Systems by Muller-Brockmann pg. 72-96

WEEK 5  9/23-9/27 Magazine Prototyping and Production

Tuesday
Lecture: Prototyping & Production  
Discussion: Case Study: New York magazine  
Exercise: color test files/workday/ dummy draft of magazine with projected department pages, features  

Homework
finalize interior spreads and TOC  
Reading: Designing the Editorial Experience by Apfelbaum & Cezzar pg. 54-60

Thursday

*Magazine First Draft Due Check-in*
Lecture: Editing Process  
Discussion: Case Study: Vanity Fair Italia  
Exercise:
Homework
edit & finalize interior spreads

WEEK 6  9/30-10/4 Magazine Finalization

Tuesday
Exercise: WORKDAY!!!

Homework
Edit & Finalize Magazine

Thursday
*Magazine Second Draft Due Group Critique*
Discussion: Case Study: It’s Nice That
Exercise: workday

Homework
3 refined ink drawings of book cover ideas
Reading:

WEEK 7  10/7-10/11 Book Jacket Design

Tuesday
Lecture: Book Cover Design
Discussion: Case Study: The New Republic
Exercise: Book Cover Brain Dump

Homework
review design briefs | research, sketch, thumbnails of book cover ideas
Reading:

Thursday
*Magazine Final Due*
Lecture: Book Design
Discussion: Case Study: Gather
Exercise: small groups-book cover concept check-in

Homework
create artwork/art direct photo shoot
Reading:

WEEK 8  10/14-10/18 Book Design
Tuesday  
Lecture:  
Discussion:  
Exercise: WORKDAY!

Homework  
Print Book Covers  
Reading:

Thursday  
Discussion: Case Study: Anorak  
Exercise: Book Cover Check-in have mockups printed for review

Homework  
Edit and Finalize Book Cover Designs  
Reading:

WEEK 9  10/21-10/25 Book Design - Design Stage

Tuesday  
*Book Covers Due - team selections*  
Lecture: Book Design Process | InDesign Tutorial  
Discussion: Case Study: Wax  
Exercise: Conduct a Group Meeting | select roles | discuss concept development

Homework  
Download Book Assets | Design Research | Create Outline & Page-by-Page thumbnail dummy layout  
Reading:

Thursday  
Lecture: Book Layout  
Discussion: Case Study: Paper  
Exercise: Teams Review Book Layout

Homework  
Organize your files, Create book page elements, experiment and select typefaces to use in the book, select your trim size and binding, create master pages, paragraph and character styles that embody the final design choices.

WEEK 10  10/28-11/1 Book Design - Layout Stage

Tuesday  
*Submit Grid blueprint, fonts, imagery selection for review*  
Exercise: NYT BOOTCAMP!
Homework
Flow text into your layout, create different sections, paginate the book, assign master
pages, deal with local formatting issues, create part and chapter breaks, and add
graphics, charts, tables, photographs, sidebars and other non-text elements.
Reading:

Thursday
Lecture: Page Composition & Pacing
Exercise: WORKDAY!

Homework:
Complete Layout Stage
Reading:

WEEK 11 11/4-11/8 Book Design - Production Stage

Tuesday
Exercise: WORKDAY!

Homework
Check your work, adjust the page length, kill widows and orphans, drop in last-minute
items like the copyright page and index, check font usage and graphic links, and finally,
create the files you'll need for printing.
Reading:

Thursday
Exercise: WORKDAY!

Homework
Finalize Book | Print Cover & 3 Spreads | Package Book and submit files
Reading:

WEEK 12 11/11-11/15 Newspaper Design

Tuesday
Book Due
Lecture: News Design Concept and Strategy
Discussion: NYT Content
Exercise: workday | review creative briefs | research | brainstorm creative direction that
answers brief

Homework
Draft visual concepts that work to answer creative brief
Reading: Process-Book article by Daisuke Endo

Thursday
Lecture: Visual News Design
Discussion:
Exercise: workday | ideation | development plan

Homework
Design cover front & feature story of Island Waves that serves as an example of proposed concept & strategy
Reading:

WEEK 13 11/18-11/22 From Print to Screen

Tuesday
Lecture: From Print to Screen
Discussion:
Exercise:

Homework
Prepare Pitch Presentation to Island Waves
Reading:

Thursday
Newspaper Pitch to Island Waves

WEEK 14 11/25-11/29 Zine Design

Tuesday
Lecture: What are Zines? Zine History | Independent, Short-run Magazine Design
Exercise: Zine Case Studies

Homework
Find 3 examples of zines that will influence your creative direction, begin working on your narrative
Reading: Merz to émigré and beyond: avant-garde magazine design of the twentieth century by Steven Heller

Thursday
Lecture: Type and Image
Discussion: Present zine creative research
Exercise: practice merging word and image

Homework
Draft thumbnails and mockup of zine, plan folding structure
WEEK 15 12/2-12/6 Zine Production

Tuesday
Lecture: Folding and Scoring
Exercise: workday

Homework
Create Zine Dummy/Draft
Reading:

Thursday
Lecture: Best Zine Printing Practices
Discussion:
Exercise: workday

Homework
Finalize & Print Zine for Final Critique

Finals Week
Zine Due