

PUBLICATION DESIGN

Course Syllabus*

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Office Hour: by email or in-person appointment

Course Description

Publication Design: **3 HOURS**. Students learn how to create verbal/visual narratives by integrating disparate components into conceptually-driven sequential print and interactive page layouts. Students begin to resolve the hierarchical, informational and expressive relationships existing between text and image in order to enhance communication.

Credits & Prerequisites

ADES 3500 is a **3 credit** course.

Must be concurrently enrolled in **ADES 3510**. Prerequisite(s): Students must have successfully completed **ADES 2520** and **2530**. Students must have been selected to continue in the program in the Conditional Mid-Point Portfolio Review.

Books Required

Publication Design Workbook, by Timothy Samara

SPD Design Annuals

Books Suggested

Design the Editorial Experience, by Sun Apfelbaum and Juliette Cezzar

Course Objectives

- a. Continue strengthening research and concept skills
- b. Develop and demonstrate proficiency in multi-page layout and design skills
- c. Develop and demonstrate proficiency organizing large volumes of content
- d. Develop and demonstrate proficiency developing hierarchical typographic and graphic systems
- e. Develop and demonstrate illustrative and photographic proficiency
- f. Develop and demonstrate proficiency using layout and design software

Course Structure

This class is structured around assigned studio problems. Students and instructor will divide their time between lectures and critiques. Students will be required to complete work outside of class for the duration of the semester. Students should plan to spend 2 to 3 hours working outside of class for every hour spent working in class.

Grading & Evaluation

Maximum number of points a student can earn for design and concept is a total of **100%**.

Maximum number of points a student can lose for the following is **20%** of the grade.

You will be graded on the following criteria:

Craft:

Super-comps
Presentation
Technical proficiency
Design/ideation

Performance:

Attitude
Deadlines
Participation
Engagement
Proactivity/curiosity

Professionalism:

Presentation
Follows instructions
Critique
Class interaction

1. Editorial design—40% of your final grade
2. Multi-page design—60% of your final grade

Access To Information

Your access point for business and academic services at UNT occurs at **my.unt.edu**. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: **eagleconnect.unt.edu**.

Disability Accommodation

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at **disability.unt.edu**. You may also contact them by phone at **940.565.4323**.

If you have a disability, it is your responsibility to obtain verifying information from the Office of Disability Accommodation (ODA) and to inform me of your need for an accommodation. Requests for accommodation must be given to me no later than the first week of classes for students registered with the ODA as of the beginning of the current semester. If you register with the ODA after the first week of classes, your accommodation requests will be considered after this deadline.

Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in **UNT Policy 18.1.14**, at **unt.edu/oda**, and by visiting the ODA in Sage Hall, 167. You also may call the ODA at **940.565.4323**.

Course Risk Factor

Risk Factor: 2. In level 2 courses, students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to x-acto knife usage, adhesives, fumes and repetitive stress injuries related to extended computer use. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others.”

Emergencies

UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at my.unt.edu. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

Attendance Policy

Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at the beginning of every class. You'll be considered late if you arrive after roll has been taken. If you are late, it is your responsibility during that class period to make sure the instructor knows that you are present by leaving a note with your name, date and time of arrival with the instructor. If not received, you will be marked as absent.

You will receive two (2) free tardies. After the first two tardies, every four (4) tardies will equal one (1) unexcused absence. Only two (2) unexcused absences will be accepted. The third unexcused absence will lower your final semester grade by one letter grade. The fourth unexcused absence will lower your grade by two letter grades. The fifth unexcused absence will lower your grade by three letter grades and so on. A total of six absences, excused or unexcused, will result in you receiving a failing grade (F) for the class.

There are no excused absences for anything but a verifiable death in the immediate family or with a doctor's note on his/her stationary with a telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable. If you are more than thirty minutes late, it will be counted as an unexcused absence.

If you are absent, you are responsible for contacting a class member in order to get any information or assignments that were given in class. The instructor will not use any class time to repeat missed lectures or assignments. Do not call the main office to leave the instructor a note that you are missing class for any reason. Under no circumstances should you leave a project with anyone in the main or design office. The office will not accept any projects. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

Electronic Devices

Cell phones should be turned off when class begins. Laptops will only be opened for in class work. No facebooking, checking email or text messaging will be allowed. Failure to comply with this rule may result in point deductions in the professionalism section of your grade or an unexcused absence at the discretion of the professor. Let your instructor know in advance if you have an extenuating circumstance with regard to the above rules.

Grading Policy

All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

Plagiarism

Plagiarism is a serious academic offense and may result in failure of an assignment, the class, or result in removal from the university. Students caught cheating or plagiarizing will receive a “0” for that particular assignment or exam. The student will first be notified in writing via email to schedule a face-to-face meeting with the instructor and another faculty member to determine the next level of action. If further action is warranted, the incident will be reported to the Dean of Students, who may impose an additional penalty. According to the UNT catalog, the term “cheating” includes, but is not limited to: *a.* use of any unauthorized assistance in taking quizzes, tests, or examinations; *b.* dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; *c.* the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; *d.* dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or *e.* any other act designed to give a student an unfair advantage. The term “*plagiarism*” includes, but is not limited to: *a.* the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and *b.* the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Plagiarism is also literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person’s mind and presenting it as one’s own. Copying someone else’s writing or art, intact or with inconsequential changes, and adding one’s name to the result constitutes plagiarism.

Sexual Harassment:

Sexual harassment means unwelcome sex-based verbal or physical conduct that unreasonably interferes with a student’s ability to participate in or benefit from educational programs or activities. For purposes of this policy, conduct is sufficiently severe, persistent or pervasive if it is frequent, or threatening, or humiliating nature unreasonably interferes with or limits the student’s ability to participate in or benefit from the University’s educational program or activity, including when the conduct reasonably can be considered to create an intimidating, hostile, abusive or offensive educational environment. Conduct constituting sexual harassment, as defined herein, toward another person of the same or opposite sex is prohibited by this policy. Examples of conduct which might be considered sexual harassment under this policy may be found *here: https://policy.unt.edu/sites/default/files/16.005SexualHarassment_0.pdf* Page 2, Section 4, items a,b,c,d,e,f, and g.

Student Rights And Responsibilities

Each University of North Texas student is entitled to certain rights associated with higher education institutions. See unt.edu/csrr for further information.

Financial Aid

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please visit financialaid.unt.edu/satisfactory-academic-progress-requirements for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course being doing so.

You must use your UNT email address to communicate with professors. You may forward your UNT email to a private email address via your My UNT settings.

Retention Of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard on-line system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university's policy in accordance with those mandates at the following link: essc.unt.edu/registrar/ferpa.html

Student Evaluation Of Instruction

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at deanof-students.unt.edu/conduct

Succeed At UNT

Aunt endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here's how to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused.

To learn more about campus resources and information on how you can achieve success, go **success.unt.edu**.

**The right to change this syllabus with or without notice remains at the discretion of the professor.*

PUBLICATION DESIGN

The Contract

I acknowledge that I have read the course syllabus. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions. Additionally “I agree to the terms and conditions outlined in the Permission to Use Student Work contract.”

Name (print) _____

Signature _____

Date _____

WEEK 1		8/27, 29
M	Intro	Syllabus
	Due	Magazine swipe file presentations
	Assign	Articles, teams, and magazine genre
	Assign	- Research—magazine discovery board (work in class) - Article analysis
W	Critique	- Research—magazine discovery board - Articles analysis (in progress)
	Assign	Articles storytelling - revised headline, deck, pull quotes and side bars
	Lecture	Overview of magazine and design skills - history/anatomy/art directors/conceptual illustration/photography/ print and digital - grid studies, pencil thumbnails - InDesign column grid studies/type spec studies
WEEK 2		9/3, 5
M	Due	Research—magazine discovery board (turn in final board) Articles analysis—deck, pull quotes and side bars
	Assign	Research—magazine's grid studies and type specs full size grid; full size comps and Excel list of the type specs;
	Assign	Design—typographic Variables (3 options)
	Lecture	Art—conceptual photography/illustration
	Assign	Art—illustration or photography concept - brainstorm 8 concepts (apx. 8x5" pencil sketches)
W	Due	Research—magazine's grid studies, type specs, and sidebars Design—typographic Variables (3 options)
	Assign	Design—typographic variables revision
	Discuss	Design—variable grid structure
	Assign	Design—20 ¼ size thumbnails of first 2 spreads opening two page spread of your assigned feature article. Include headline treatments, and the ideas for the conceptual photography or illustration.
	Due	Art—illustration or photography concept - pick 2
Assign	Art—illustration or photography - revise top 2 concepts. 5 pencil sketches at min. 8x5" - style proposal (3 options). 11x17 concept board print outs, each with at least 8 images to support the ideas from multiple angles. Think series.	

WEEK 3		9/10, 12
M	Critique	Revised typographic variables
	Critique	20 ¼ size thumbnails for the opening two page spread - select the best 5 directions.
	Assign	Design—revisions to the 5 selected thumbnails computer comps: full-size final grid, a final type spec sheet for all typographic variables, and sidebar
	Critique	Art—Illustration or photography - revisions of top 2 concepts - style proposal (3 options)
	Assign	Art—Illustration or photography - First wrong of creation. 5 sketches or photo comps (8x5")
W	Critique	Design—revisions to the 5 selected thumbnails Full-size final grid, a final type spec sheet for all typographic variables, and sidebar - Select one direction
	Assign	Design—3 pencil variations of the direction selected. All 3 spreads - ½ size variations for your feature story design (include sidebars, pull quotes, location & size of information design (make your best guess)
WEEK 4		9/17, 19
M	Critique	Design—½ size variations (3) feature story design
	Assign	Design—Information design, select best layout for feature
	Assign	Design & art—full-size computer execution, design, illustration & information design
W	Critique	Design & art—full-size computer execution, design, illustration & information design
	Assign	Design & art—Revisions to all
WEEK 5		9/24, 26
M	Assign	Multi-page projects and research
	Continue	Design & Art—Critique work in progress/production/plotter color
W	Continue	Design & art—Critique work in progress/production/plotter color
WEEK 6		10/1, 3
M	Continue	Design & art—Critique work in progress/production/plotter color
W	Continue	Design & art—Final critique

WEEK 7	10/8, 10
M Due	Final mounted magazine spreads
W	
WEEK 8	10/15, 17
WEEK 9	10/22, 24
WEEK 10	10/29, 31
WEEK 11	11/5, 7
WEEK 12	11/12, 14
WEEK 13	11/19, 21
WEEK 14	11/26, 28
WEEK 15	12/3, 5
WEEK 16	12/10, 12
M Due	Multi-page document/super comp due. Turn in your final InDesign document and a final PDF on disc.

