PUBLICATION DESIGN

Course Syllabus*

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Office Hour: Monday, 11:00–12:00 p.m. Wednesday, 1:45–2:45 p.m. Art 345J

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 forth 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 deanofstudents.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 M. 8/26
Intro Syllabus
Due Magazine swipe file presentations
Decide Articles, teams, and magazines
Assign - Magazine Discovery. (work in class) (Details in the Assignment)
- Article Analysis (Details in the Assignment)
W. 8/28
Due - Magazine Discovery (11x17” horizontal, printout)
- Articles analysis (in progress)
Lecture Overview of magazine and design skills
- History/anatomy/art directors/conceptual illustration/photography/print and digital
- Grid studies and type spec studies
- InDesign column and grid
Assign - Magazine Design Study—magazine’s grid, sidebar, and type system
Determine and draw your existing magazine’s grid at full size. Remember that all external measurements—trim sizes—are measured in inches, and internal measurements—column widths, rules widths and lengths, for example—are measured in points and picas. (11x17” paper)
- Article Analysis final (11x17” printout)
This is the holistic concept of the content distribution among the spread. This is an important step as it sets the framework where text and illustrations reside within. The texts and illustrations’ stories/messages will be specific. Pencil/marker sketches combined with cut-and-paste text. Propose the text flow among the spreads. Define the illustrations (with specific stories and messages) and their location. Place deck, by lines, pull quotes side bar, captions, info-graphics and other important text elements on the intended pages. Define the exact copy for them.

WEEK 2 M. 9/2
No class
W. 9/4
Due - Article Analysis final (11x17” printouts)
- Magazine Design Study—magazine’s grid, sidebar, and type system. Final
Lecture Conceptual photography/illustration
Assign - Illustration/photography: concept. 8x5” pencil sketches on 8.5x11” paper. 8 concepts
- Illustration/photography: style proposal (3 concepts). 11x17 concept board print outs, each with at lease 8 images to support the ideas from multiple angles. Think series.
- Typographic Variables. 3 concepts
Using your magazine’s existing grid, you will need to begin to explore the various typographic variables. Set your typographic variables at full size and within column widths according to your grid research. You may find that you need to set and print these variables in half point increments, to achieve the correct typographic color. I suggest that you start from a limited typographic palette of one type face with a fairly large family for all of the variables, and move toward more complex relationships. You will need a minimum of three complete sets of typographic variations
- Layout: ¼ size thumbnails of all 3 spreads. 20 concepts
Explore variable grid. Include headline treatments, and the ideas of how to integrate photography or illustration.
WEEK 3 M. 9/9 Due
- Illustration/photography: concept. 8x5” pencil sketches on 8.5x11” paper. 8 concepts. Pick 2
- Typographic Variables. 3 concepts. Pick 1
- Layout: ¼ size thumbnails of all 3 spreads. 20 concepts. Pick 5

Discuss
Variable grid structure

Assign
- Typographic variables final (11x17”)
- Layout: ¼ size thumbnails of all 3 spreads. 20 concepts. Revisions. 5
- Illustration/photography: Revise top 2 concepts, 5 pencil sketches each (8x5” on 8.5x11” paper)
- Illustration/photography: style proposal. Revision

W. 9/11 Due
- Typographic variables final (11x17”)
- Layout: ¼ size thumbnails of all 3 spreads. 20 concepts. Revisions. 5
- Illustration/photography: Revise top 2 concepts, 5 pencil sketches each (8x5” on 8.5x11” paper)
- Illustration/photography: style proposal. Revision

Assign
- Illustration/photography: first round of creation. 5 sketches or photo comps (8x5”)
- Illustration/photography: style proposal. Final.
- Layout: tight pencil of the 5 selected thumbnails (1/2 size)
- Layout: computer comps—full-size final grid, a final type spec sheet for all typographic variables, and sidebar. 1.

WEEK 4 M. 9/16 Due
- Layout: Revisions to the 5 selected thumbnails (1/2 size). Pick 1.
- Layout: computer comps—full-size final grid, a final type spec sheet for all typographic variables, and sidebar. 1.
- Illustration/photography: first round of creation. 5 sketches or photo comps (8x5”). Pick 1.
- Illustration/photography: style proposal. Final.

Assign
- Layout: 5 pencil variations of the direction selected (1/2 size).
  ½ size variations for your feature story design (include sidebars, pull quotes, location & size of information design
- Illustration/photography: revisions of selected 1 concept.

*W. 9/18 Work session

WEEK 5 M. 9/23 Karen guest teaches
Due
- Layout: 5 pencil variations of the direction selected (1/2 size). All 3 spreads
  ½ size variations for your feature story design (include sidebars, pull quotes, location
& size of information design
- Illustration/photography: revisions of selected 1 concept.

Assign
- Information design, select best layout for feature
- Layout: Full-size computer execution, design, illustration & information design
- Illustration/photography: revisions

W. 9/25 Due
- Layout: Full-size computer execution, design, illustration & information design
- Illustration/photography: revisions
Assign Revisions of above

WEEK 6 M. 9/30 Continue
Critique work in progress/production/plotter color
Assign Multi-page projects and research

W. 10/2 Continue
Critique work in progress/production/plotter color

WEEK 7 M. 10/7 Continue
Critique work in progress/production/plotter color
W. 10/9 Due
Final mounted magazine spreads
Lecture Multi-page design, research, metaphors, themes, storytelling
Assign Design Brief and Content Planning

WEEK 8 M. 10/14 Assign
Exploratory research presentation, present a minimum of 10 theme directions. Theme revisions will be in the form of theme statements each accompanied by 1-2 sentences supporting why the theme makes sense for your client. Be ready to discuss in detail.

W. 10/16 Due
Exploratory research presentation (best 6 thematic directions/mood board) Revise for Thursday.
Assign Collect visual directions as well as design elements. (No photos from Google!) You will need to go to the library, research design firms, photographers, illustrators, bring in books, printed pieces, etc...

W. 10/16 Due
Revisions to research, thematic studies and visual directions
Assign Select the best 3 directions, revise research and form studies for 3 selected directions
Assign Thumbnail studies best 3 directions (cover & two spreads)

WEEK 9 M. 10/21 Due
Critique thumbnail studies best 3 directions
Assign Final revisions to thumbnail studies best 3 directions (cover & two spreads)
Lecture Theme boards
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<thead>
<tr>
<th>Date</th>
<th>Type</th>
<th>Assignment Details</th>
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<tbody>
<tr>
<td>W. 10/23</td>
<td>Due</td>
<td>Thumbnail studies best 3 directions (cover &amp; two spreads) Select best direction. Art direction and copy direction presentation Be prepared to present the art direction and copy direction in class.</td>
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<td>WEEK 10</td>
<td>M. 10/28</td>
<td>Art Direction and copy direction Presentation  Assign Revisions to the art direction and copy</td>
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<td>W. 10/30</td>
<td>Due</td>
<td>Art Direction and copy revision Assign Thumbnails for entire multi-page document to include grid analysis and images</td>
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<td>WEEK 11</td>
<td>M. 11/4</td>
<td>Thumbnails for entire multi-page document Assign Revisions to thumbnails for entire multi-page document</td>
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<td>W. 11/6</td>
<td>Due</td>
<td>Final thumbnails of your entire project showing how your final theme interpretation and its visualization will play out as concept, design and pacing. ¼ size pencil grid studies for your selected interpretation—2 to 3 options (examples might be: One column layouts or three? Generous margins or tight? Full bleed photos or framed?) no content in place. Final selection chosen. Assign ½ size computer generated layouts</td>
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<td>WEEK 12</td>
<td>M. 11/11</td>
<td>Critique ½ size computer generated layouts (in progress) based on work shown Tuesday Assign First round full size computer generated layouts with the components listed below in place  - Initial copy (heads, subheads, lead-in paragraphs, captions, etc.)  - Initial supporting imagery</td>
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<td>W. 11/13</td>
<td>Due</td>
<td>First round full size computer generated layouts in progress  Lecture Information graphics.</td>
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<td>WEEK 13</td>
<td>M. 11/18</td>
<td>Present second round full size computer generated layouts with the components listed below in place. Also include options for the various components.  - Initial copy (heads, subheads, lead-in paragraphs, captions, etc.)  - Initial supporting imagery</td>
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- Initial thoughts on conceptually driven information graphics

Assign Further revisions and/or explorations (pencil and computer generated) based on work shown. Based on comments this day, begin work on third round of full size computer generated layouts.

Assign Consider a trip to a paper supplier for cover & text stock.

W. 11/20 Due Information graphics completed
Ongoing development and refinements to: information graphics, theme interpretation, staging, pacing, typography, copy, imagery general design elements, anything and everything else that needs attention

Demo book making process.

WEEK 14 M. 11/25 Continue Critique multi-page document in progress. Build small mock up of the project to evaluate pacing and general concept.


WEEK 15 M. 12/2 Continue Critique multi-page document in progress/plotter color
W. 12/4 Continue Final critique multi-page document in progress

WEEK 16 M. 12/9 Final: agreed upon final meeting time
Due Multi-page document/super comp due. Turn in your final InDesign document and a final PDF on disc.