the syllabus // sixteen weeks of page turning perfection //

**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.

**PREREQUISITES**

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**

*Making and Breaking the Grid*, by Timothy Samara

**BOOKS: SUGGESTED**

*I Am Almost Always Hungry: A Publication*, by Cahan & Associates

SPD Design Annuals

**COURSE OBJECTIVES**

1. Continue strengthening research and concepting skills
2. Develop and demonstrate proficiency in multi-page layout and design skills
3. Develop and demonstrate proficiency organizing large volumes of content
4. Develop and demonstrate proficiency developing hierarchical typographic and graphic systems
5. Develop and demonstrate illustration and photography proficiency
6. 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:** supercomps II presentation II technical proficiency II design/ideation

**PERFORMANCE:** attitude II deadlines II participation II engagement II proactivity/curiosity

**PROFESSIONALISM:** presentation II follows instructions II critique II class interaction

**A //** Editorial design // 40% of your final grade

**B //** Multi-page design // 60% of your final grade

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:** supercomps II presentation II technical proficiency II design/ideation

**PERFORMANCE:** attitude II deadlines II participation II engagement II proactivity/curiosity

**PROFESSIONALISM:** presentation II follows instructions II critique II class interaction
the syllabus // continued... //

ACCESS

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 email: eagleconnect.unt.edu

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 free tardies. After the first two tardies, every four tardies will equal one unexcused absence. Only two 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 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.

DISABILITY

ACCOMMODATION

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable 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 reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability at unt.edu/oda. You may also contact ODA by phone at (940) 565-4123.

EMAIL

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.

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.untsystem.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. If the university is closed for more than one day, you should check the unt website at www.unt.edu, the unt Facebook page and @untEagleAlert for the latest information.
the syllabus // continued... //

**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 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.

**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**

Academic Integrity Standards and Consequences. According to unt Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

Students caught cheating or plagiarizing will receive a “0” for that particular assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further 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.

**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.

**SEXUAL HARASSMENT**

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and unt policies prohibit discrimination on the basis of sex as well as sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking and/or sexual assault, there are campus resources available to provide support and assistance. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648.
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.

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. The survey will be made available during weeks 13, 14 and 15 of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via iasystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website at spot.unt.edu or email spot@unt.edu.

UNT 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 to success.unt.edu.

Students will need to purchase individual licenses for Adobe Creative Suite software to work remotely on personal computers. If you need financial assistance for this purchase, you may apply for emergency funds via the CARE act funding link at UNT. Students are required to have computer access, web browser software, and a hi-speed internet connection for this course. Ethernet (also called hard-wired) connectivity is preferred as it will offer a stable connection compared to WiFi. If a hard-wired connection isn’t possible, WiFi will suffice. Additional requirements include a microphone and camera access for audio and video capabilities. These features come standard on most computers. Canvas (UNT) and Dropbox (link to be provided) navigation will be required. Phones and tablets may be used only as supplementary devices, but not for primary video conferences and Zoom screen sharing. Zoom on your primary computer desktop will be the classroom’s designated video conference software. Please be familiar beforehand with various Zoom features available within the Web application. Test your own technical setup before classes begin. Online training within Zoom is available. It is highly recommended that you have access to a high-resolution scanner for some of these assignments. Scanner functionality is generally built-in to most desktop printers. Additional scanning software features can be accessed through Adobe Photoshop. Adobe also offers mobile applications for creating useful digital textures and brushes. You can find these in the mobile app store that is compatible with your mobile phone platform.

Instructor reserves the right to make adjustments/changes/updates to the course syllabus with or without notice.
ADES 3500
PUBLICATION DESIGN

the syllabus // continued... //</p>

**ZOOM ETIQUETTE**

- Arrive five minutes early.
- Run a tech test before class begins.
- Stage your video area—more light is better.
- Dress appropriately for class.
- Turn your video on and engage in class conversations. (Exception: If you don’t have enough bandwidth it’s okay to turn your video off.)
- Sign in with your full name as listed on the class roster. If you don’t provide your full name you won’t be admitted to class. If you’ve changed your name to reflect gender identity, send a private message to alert your professor.
- Try to look into the camera and remember to adjust the camera to eye level.
- Raise your hand to notify your professor you’d like to ask a question.
- Find a quiet space, but also one where you can speak up when called upon.
- Stay muted if you’re not talking.
- The Zoom chat is not private. Don’t type things you don’t want others to see.
- Please don’t eat during class. Breaks will be given periodically.
- Don’t multitask conducting other business or academic activities during class.
- Stay focused and participate.
- Don’t invite other people who aren’t in the class.

If we lose our connection, don’t go away or assume class is over. I’ll reconnect and if we need to pivot to a plan b, I’ll post an announcement in Canvas. Crossed fingers we don’t have too many issues this semester.
ADES 3500
PUBLICATION DESIGN

the schedule // sixteen weeks of hard work //

WEEK 1 :: 8/24
T
INTRO: Syllabus, attendance
ASSIGN: Magazine swipe file
ASSIGN: Magazine teams/genre/research/articles/mood board

TH
DUE: Magazine research/articles/mood board (in progress)
     Magazine swipe file (in progress)

WEEK 2 :: 8/31
T
LECTURE: Magazine history/anatomy/art directors/conceptual illustration/photography/apps/the future
          Demo grid studies & pencil thumbnails, InDesign column grid studies/type spec studies
DUE: Magazine research presentations/articles/mood boards
DUE: Magazine swipe file
ASSIGN: Sidebar research, grid studies and type specs, 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.
ASSIGN: 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.

TH
DUE: Grid studies presentations, sidebar research and type specs
DISCUSS: Magazine variable grid structure, assigned articles & soft redesign
ASSIGN: Magazine layout/Revise typographic variables
ASSIGN: Begin to explore 20 ¼ size thumbnails (including headline treatments) incorporating
        conceptual photographic or illustration concepts for the opening two page spread of your
        assigned feature article.

WEEK 3 :: 9/7
T
CRITIQUE: Revised typographic variables
CRITIQUE: 20 ¼ size thumbnails (including headline treatments) incorporating conceptual photographic
            or illustration concepts for the opening two page spread
ASSIGN: Select the best 5 directions. Revisions to all: Full-size final grid and a final type spec sheet
         for all typographic variables, sidebar included.

TH
CRITIQUE: Revisions: Full size grid studies/typographic variables/thumbnails
ASSIGN: Select the best direction. ½ size variations for your feature story design, 3 spreads
         (include sidebars, pull quotes, location & size of information design (make your best guess)
         (in pencil 3 variations).
the schedule // continued //

**WEEK 4 :: 9/14**

**T**

**CRITIQUE:** ½ size variations (3) feature story design
**ASSIGN:** Information design, select best layout for feature
**ASSIGN:** Full-size computer execution, design, illustration & information design

**TH**

**CRITIQUE:** Full-size computer execution, (in progress) design, illustration & information design

**ASSIGN:** Revisions to all

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**WEEK 5 :: 9/21**

**T**

**ASSIGN:** Multi-page projects and research
**CONTINUE:** Critique work in progress/production/plotter color

**TH**

**CONTINUE:** Critique work in progress/production/plotter color

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**WEEK 6 :: 9/28**

**T**

**CONTINUE:** Critique work in progress/production/plotter color

**TH**

**CONTINUE:** Final critique

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**WEEK 7 :: 10/5**

**T**

**DUE:** Final mounted magazine spreads
**LECTURE:** Multi-page design, research, metaphors, themes, storytelling
**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.

**TH**

**DUE:** Exploratory research presentation (best 10 thematic directions) Revise for Tuesday.
**ASSIGN:** Collect visual directions as well as design elements. Research design firms, photographers, illustrators, books, printed pieces, etc... (Covid update: Do the best you can with the tech and resources available)

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**WEEK 8 :: 10/12**

**T**

**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)

**TH**

**DUE:** Critique thumbnail studies best 3 directions
**ASSIGN:** Final revisions to thumbnail studies best 3 directions (cover & two spreads)
**LECTURE:** Theme boards
the schedule // continued //

WEEK 9 :: 10/19
T DUE: Thumbnail studies best 3 directions (cover & two spreads) Select best direction.
ASSIGN: Theme boards: explore three visual options for the selected theme or direction

Theme board presentation formatting & content:
- Each board is an 11 x 17 inch (landscape) color digital file
- Each board will contain samples of the following elements:
  + typography (hierarchy and style selections)
  + illustration and/or photography samples
  + color examples
  + any other supporting visual language that can help the viewer understand
    the story you are attempting to create
- Each board must be distinct from all others, each a unique interpretation of your theme
- Each board needs a characterizing title and interpretative sentence accompanying
  the visuals

ASSIGN: Using words lists and other brainstorming methods, generate vocabularies appropriate to
the 3 best theme interpretations. These words and/or phrases will be the nucleus for the copy
you will eventually write for your project. Additionally you will need to provide written
content outlines for your 3 best theme interpretations. These should be detailed as necessary
to convey the entire story and structure for each of your interpretations.
Be prepared to discuss 3 final theme interpretations.

TH DUE: Critique theme boards: three visual options for the selected theme or direction and copy
ASSIGN: Revisions to theme boards and copy

WEEK 10 :: 10/26
T DUE: Theme boards: three visual options for the selected theme or direction
ASSIGN: Select one visual direction/revisions to selected theme board if necessary
ASSIGN: Thumbnails for entire multi-page document to include grid analysis and images

TH DUE: Thumbnails for entire multi-page document
ASSIGN: Revisions to thumbnails for entire multi-page document

WEEK 11 :: 11/2
T DUE: 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

TH DUE: 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
the schedule // continued //

WEEK 12 :: 11/09

T  DUE: First round full size computer generated layouts in progress
   DUE: Lecture, information graphics.

TH  DUE: 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
   + 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. (Covid update: You should explore paper next semester or fall 2021 when it’s safe to do so.)

WEEK 13 :: 11/16

T  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: Demo book making process. (Covid update: The Resource Room will be open, however I won’t require you to visit or schedule a meeting for a demo this year.)

TH  Critique multi-page document in progress. Build small mock up of the project to evaluate pacing and general concept.

WEEK 14 :: 11/23 (THANKSGIVING)

T  CONTINUE: Critique multi-page document in progress.

TH  CONTINUE: Thanksgiving holiday, no class

WEEK 15 :: 11/30

T  CONTINUE: Critique multi-page document in progress/plotter color

TH  CONTINUE: Final critique multi-page document in progress

WEEK 16 :: 12/7 (FINALS)

M  DUE: Multi-page digital PDF comp due.