ADES 3500
PUBLICATION DESIGN

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 // presentation // technical proficiency // design/ideation
PERFORMANCE: attitude // deadlines // participation // engagement // proactivity/curiosity
PROFESSIONALISM: presentation // follows instructions // critique // 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 // presentation // technical proficiency // design/ideation
PERFORMANCE: attitude // deadlines // participation // engagement // proactivity/curiosity
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### 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

UNT 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 a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one’s specific course needs. Students 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 ODA website at disability.unt.edu. 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.

### 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 students 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). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials. 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.
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**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 done 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.
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**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**

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**

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.

**SUCCEED AT UNT**

UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grow. 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.

**TECH REQUIREMENTS**

You will need a laptop computer and Adobe Creative Suite software. 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.

**UPDATES & CHANGES**

Instructor reserves the right to make adjustments/changes/updates to the course syllabus with or without notice.
the syllabus // continued... //

**COVID PROTOCOLS**

I strongly request a face covering be worn in class, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Face covering guidelines could change based on community health conditions.

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a webcam and microphone (these are built in to your Mac laptop) to participate in fully remote portions of the class. Information on how to be successful in a remote learning environment can be found at https://online.unt.edu/learn.
the contract // sign it! //

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.”

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“I agree to the terms and conditions outlined in the Permission to Use Student Work contract.”

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And

“I agree to the terms and conditions outlined in the UNT Legal Model Release Form contract.”
the schedule // sixteen weeks of hard work //

**WEEK 1 :: 8/23**

**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 :: 8/30**

**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 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 15 ¼ size thumbnails (including headline treatments) incorporating conceptual photographic or illustration concepts for the opening spread (two pages) of your assigned feature article.

**WEEK 3 :: 9/6**

**T**
- **CRITIQUE:** Revised typographic variables
- **CRITIQUE:** 15 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 :: 9/13**

**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

**WEEK 5 :: 9/20**

**T**

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

**TH**

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

**WEEK 6 :: 9/27**

**T**

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

**TH**

**CONTINUE:** Final critique

**WEEK 7 :: 10/4**

**T**

**DUE:** Final mounted magazine spreads  
**LECTURE:** Multi-page brochure 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...

**WEEK 8 :: 10/11**

**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
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**WEEK 9 :: 10/18**

**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
  - 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 as 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 :: 10/25**

**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 :: 11/1**

**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 initial copy (heads, subheads, lead-in paragraphs, captions, and supporting imagery (in process) in place
the schedule // continued //

WEEK 12 :: 11/08
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 and 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 and based on comments this day, begin work on third round of full size computer generated layouts
ASSIGN: Consider a trip to a paper supplier (Clampitt or O-K Paper) for cover & text stock

WEEK 13 :: 11/15
T
DUE: Information graphics completed
Ongoing development and refinements to: information graphics, theme interpretation, staging, pacing, typography, copy, imagery general design elements, anything and every thing else that needs attention
DEMO: Demo book making process
TH
Critique multi-page document in progress. Build small mock up of the project to evaluate pacing and general concept

WEEK 14 :: 11/22 (THANKSGIVING)
T
CONTINUE: Critique multi-page document in progress

TH
CONTINUE: Thanksgiving holiday, no class

WEEK 15 :: 11/29
T
CONTINUE: Critique multi-page document in progress/plotter color

TH
CONTINUE: Final critique multi-page document in progress

WEEK 16 :: 12/6 (FINALS)
M
DUE: Multi-page comp due