

***Publication Design / In this course we will be exploring complex typographic systems for page & screen, including grid structures, comprehensive style sheets, & complex compositional structures. Students will learn more advanced features of software for typography and build compelling projects working with multi layered information.***

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Tuesday  
12:10 – 3:10  
MCK 162

Rob McConnell  
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Office / 185B MCK  
Office hours / Mon 10-1, Thur 12-3  
& by appointment

Credits / 3  
Prerequisites / ART 112, 210, 212, 311, 333

### Course Description

A studio class familiarizing students with graphic design for publication. Through an investigation of multi-page layout, students will create and arrange content to produce professional publications in digital and print formats.

### Learning Outcomes

Upon completion of this course students will demonstrate an understanding of concept development, layout, use of a grid, print specifications, typography, rhythm and pacing as it relates to publication. Students will learn publication design using Adobe InDesign.

### PLO + ILO

The program outcomes for this course are: (2) Demonstrate studio proficiency in digital imaging and computer software production techniques. (3) Demonstrate methods of critical thinking through critique, compositional analysis, and interpretation of the elements and principles of design. Correlating institutional outcomes include: Knowledge, Inquiry, Analysis, & Communication.

### Required Materials

flashdrive (for file backups)  
sketchbook  
xacto knife  
cutting mat  
18in corked-back ruler

### Lab

You may use MCK 162 or MCK 177 for lab work; please check posted hours.

### Objectives

#### COMPREHENSION OF GRID STRUCTURES

1. Break it down: Deconstruct existing grid systems from a variety of media to understand how they shape the reader's experience.
2. Be flexible: Plan and use complex grid structures: be willing to test and make adjustments.
3. Build it right: Produce grids that fit industry conventions as well as the content itself.

#### COMPREHENSION OF STYLE SHEETS

4. Design with control: Typeset complex texts through sophisticated style sheets that address typographic contrast, variation, harmony, and inventiveness.
5. Design thoughtfully: Manipulate typographic hierarchy and placement within grid structures to enhance the user's experience.
6. Design neatly: Create publish-ready style sheets that can clearly be shared with future vendors, employers and other collaborators in the design process.

#### COMPREHENSION OF COMPOSITION

7. Don't re-invent the wheel: Use historical and contemporary examples as clues for solving your own complex compositional challenges. THIS DOESN'T MEAN COPYING.
8. Making meaning: Use typographic strategies to convey your message and complement your content.
9. Develop your voice: Evolve over time the ability to add one's own style and expression to complex designs.

### Work & Critiques

- If you are having difficulty understanding an assignment or completing your work, it is your responsibility to talk to me right away.
- Class assignments and resources will be posted to canvas.
- Please bring all sketches / layouts that pertain to the development of your projects to class.
- You must meet all project deadlines. Late work will automatically lower your grade.
- Help us to evaluate your work and give you productive comments by presenting all work at the correct scale and medium!
- If you have not finished work for a critique, come to class anyway to at least engage the discussion.
- You may always revise work to submit for a better grade at the end of the semester as long as it was initially turned in on time.
- You are only to work on studio projects during class sessions; no personal email, social networking, phone calls, texting or chat during critiques, demos or lectures.

### **Attendance**

Punctuality shows professionalism. Class will start on time each day. I expect you to come prepared and ready. Latenesses and unexcused absences reduce overall grades. Three unexcused absences equal failure. Please email me before class if you have a legitimate excuse.

### **Grading**

Grades will be given based on the quality of concept, care and craftsmanship, presentation and participation in critiques, and willingness to revise and refine. You will receive a grade for each portion of the project you complete throughout the semester. Consideration will be given to how much a student's work has developed and how well that development demonstrates an understanding of the concepts of the course. All projects must be compiled and handed in digitally on the last day of class. You may rework and improve on the assignments for a better grade for the final portfolio as long as you submitted your work during the original due date. The grade breakdown is as follows: Participation and attendance (30%); Visual Process (40%); Product (30%) .

#### PARTICIPATION AND ATTENDANCE (30%)

1. Attendance
2. Deadlines
3. Preparation & use of class time
4. Oral and written presentation skills
5. Participation in Class critiques

#### VISUAL PROCESS (40%)

1. Research (quality/quantity)
2. Articulation of the problem
3. Ability to convert research into idea generation and visual form
4. Development of ideas through project & semester
5. Improvement of work across the semester

#### PRODUCT (30%)

1. Appropriateness of the solution as a response to the assignment
2. Inventiveness of the solution as a response to the assignment
3. Understanding of the user/audience for the problem
4. Craftsmanship

#### GRADE DESCRIPTIONS

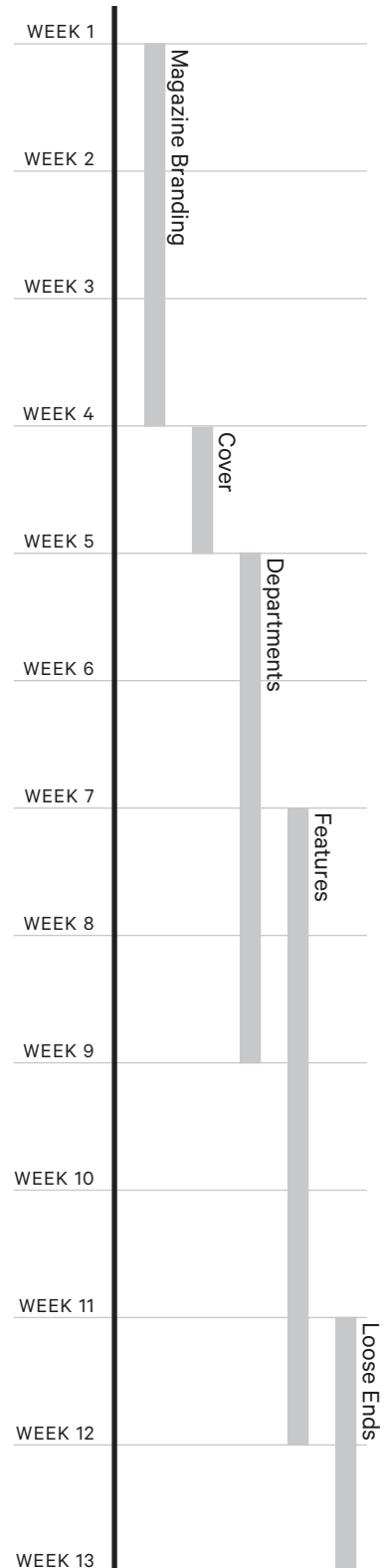
- A Work of exceptional quality
- A- Work of high quality
- B+ Work of high quality, higher than average abilities
- B Very good work that satisfies goals of the course
- B- Good work
- C+ Average work, understanding of course material
- C Adequate work, passable
- C- Passing work, but below good academic standing
- D Below average work, does not fully understand the assignments
- F Failure, no credit

**Instructional methods incorporated in Course Outline (schedule)**

This course is structured around a large publication project. Our goal is for this project to become a cornerstone in your portfolio. Classes will consist of critiques, presentations, work sessions and discussion. We will meet as a large group, in small groups and in individual meetings at different points in the semester. Each assignment and portion of the project builds throughout the semester. This makes it vital to be prepared for each class and stay on track with the project. I am available during office hours, by appointment, and via email for additional help throughout the semester.

**Tentative course calendar**

- WEEK 1 Course Introduction
- AUG 4 LECTURE Magazine content  
HW Mood board & magazine names
  
- WEEK 2 Present mood board & magazine names
- AUG 11 HW 5 refined logotypes with color palettes & mission statements
  
- WEEK 3 Critique logotypes color palettes & mission statements
- AUG 18 LECTURE Anatomy of a magazine  
HW Refine final logotype
  
- WEEK 4 Present final logotypes
- AUG 25 HW Magazine Cover
  
- WEEK 5 Critique branding on Cover
- SEP 1 LECTURE Grid systems, picas, baseline grids  
HW First department page
  
- WEEK 6 Critique department page 1
- SEP 8 HW Second department page
  
- WEEK 7 Critique department page 2 (revised 1)
- SEP 15 LECTURE Working with style-sheets  
HW Third department page / Content for feature 1
  
- WEEK 8 Critique department page 3 (revised 1&2)
- SEP 22 HW Final versions for all department pages / Content for feature 2
  
- WEEK 9 Present all Department pages
- SEP 29 HW First feature
  
- WEEK 10 Critique feature 1
- OCT 6 HW Second feature
  
- WEEK 11 Critique feature 2
- OCT 13 HW revisions to full magazine
  
- WEEK 12 Critique full magazine (cover, TOC, dept, features, & last note)
- OCT 20 HW Final trim for full magazine (portfolio ready) + project files
  
- WEEK 13 Final Presentation / Launch party
- OCT 27
- FINAL EXAMS



## University Policies

### ACADEMIC HONESTY

Intentional plagiarism is a form of intellectual theft that violates widely recognized principles of academic integrity as well as the Honor Code. Such plagiarism may subject the student to appropriate disciplinary action administered through the university Office of Honor, in addition to academic sanctions that may be applied by an instructor. Inadvertent plagiarism, whereas not in violation of the Honor Code, is nevertheless a form of intellectual carelessness that is unacceptable in the academic community. Plagiarism of any kind is completely contrary to the established practices of higher education, where all members of the university are expected to acknowledge the original intellectual work of others that is included in one's own work. In some cases, plagiarism may also involve violations of copyright law.

### SEXUAL HARASSMENT AND MISCONDUCT

Sexual Harassment is unwelcome speech or conduct of a sexual nature and includes unwelcome sexual advances, requests for sexual favors, and other verbal, nonverbal, or physical conduct. Conduct is unwelcome if the individual toward whom it is directed did not request or invite it and regarded the conduct as undesirable or offensive.

### PREVENTING SEXUAL HARASSMENT

Brigham Young University – Hawaii is committed to a policy of nondiscrimination on the basis of race, color, sex (including pregnancy), religion, national origin, ancestry, age, disability, genetic information, or veteran status in admissions, employment, or in any of its educational programs or activities. University policy and Title IX of the Education Amendments of 1972 prohibits sexual harassment and other forms of sex discrimination against any participant in an educational program or activity at BYU-Hawaii, including student-to-student sexual harassment. The following individual has been designated to handle reports of sexual harassment and other inquiries regarding BYU-Hawaii compliance with Title IX:

Debbie Hippolite-Wright  
Title IX Coordinator  
Vice President of Student Development & Life  
Lorenzo Snow Administrative Building  
55-220 Kulanui St.  
Laie, HI 96762  
Office Phone: (808) 675-4819  
E-Mail: [Debbie.hippolite.wright@byuh.edu](mailto:Debbie.hippolite.wright@byuh.edu)  
Sexual Harassment Hotline: (808) 780-8875

BYU-Hawaii's Office of Honor upholds a standard which states that parties can only engage in sexual activity freely within the legal bonds of marriage between a man and a woman. Consensual sexual activity outside the bonds of marriage is against the Honor Code and may result in probation, suspension, or dismissal from the University.

### SERVICES FOR STUDENTS WITH SPECIAL NEEDS

If you have a disability and need accommodations, you may wish to self-identify by contacting:

Services for Students with Special Needs  
McKay 181  
Phone: (808) 675-3518 or (808) 675-3999  
Email address: [aunal@byuh.edu](mailto:aunal@byuh.edu)

\*The Coordinator for Students with Special Needs is Leilani Auna.

Students with disabilities who are registered with the Special Needs Services should schedule an appointment with the instructor to discuss accommodations. If the student does not initiate this meeting, it is assumed no accommodations or modifications will be necessary to meet the requirements of this course. After registering with Services for Students with Special Needs, Letters of accommodation will be sent to instructors with the permission of the student.