



# DES 322 Publication Design

## Class Syllabus

Units: **4**

Term: **Spring 2022**

Day—Time: **Mon and Wed, 12:00-2:40 pm**

Location: **HAR112D and Online**

Instructor: **Hector Torres**

Office: **Virtual or predetermined location**

Office Hours: **Please email me to set up an appointment**

Contact Info: **hectorto@usc.edu**

## Course Description

Publication Design Designing and producing publications involve implementing the core elements of Graphic Design. This course covers basic terms and application of layout, typography and principles of image making. We will explore various fields of publications design including zines/magazines, book design, formatting catalogues, book design, and digital publications (e pubs, digital magazines). Application of design tools (digital and analogue) and output (traditional and digital printing) as well as digital publishing (on demand and screen based) will be explored. Instruction includes lectures, bookbinding demonstrations, studio based workshops, field trips and in-class guests.

## Learning Objectives

Topics covered:

- › Application of basic typography
- › Hierarchy
- › Layout terms and basic principles
- › Content and subject
- › Materials and tools
- › Publishing and Printing (with additional digital assets/motion/web/interactive)
- › Professional Practice
- › Pre-Press: Preparing Your Work for Printing & Working With Printers, Illustrators
- › Basic bookbinding techniques

*Recommended Preparation: DES 332a (FADN 332a) Typography*

*Prerequisite(s): 1 from (DES 202 or FADN 202) and 1 from (DES 203 or FADN 203)*

## Course Notes

Classroom etiquette requires that all members speak in a respectful and professional manner. Attendance is crucial in order to be successful in this class. Please email the instructor if you are not able to attend class. Late assignment will be accepted with a 2 point penalty. Missed classes can be excused if you email the instructor before the class starts, not doing so will bring your grade down by 2 points for each instance. Attendance is mandatory and expect students to be present at the start of class, being late more than 15min will cause a 2 point penalty.

## Technological Proficiency and Hardware/Software Required

Access to a Windows or Apple computer with Adobe InDesign and Adobe Photoshop installed.

## Required Readings and Supplementary Materials

Read the Crystal Goblet by Beatrice Ward

<https://readings.design/PDF/The%20Crystal%20Goblet.pdf>

Exacto knife, ruler/t-square/triangle, double sided tape, letter and tabloid sized paper, variety of writing and drawing tools, self-healing mat, sketchbook. Book binding needle and thread, neutral ph glue. These items can be purchased at most art supply stores.

## Description and Assessment of Assignments

Work must be done on time and ready before each class starts.

## Grading Breakdown

90% Studio projects and homework assignments: evaluation of assignments will be made according requirements noted on the assignment page on blackboard.

10% Class Attendance

Assessment Tool (assignments)	Points	% of Grade
Publication discussion	5	10
One page	10	10
Digital Publication	15	20
Collaborative zine	20	25
Book design	20	25
Attendance	10	10
<b>TOTAL</b>	<b>80</b>	<b>100</b>

## Grading Scale

Course final grades will be determined using the following scale

A	95-100	C+	77-79	D-	60-62
A-	90-94	C	73-76	F	59 and below
B+	87-89	C-	70-72		
B	83-86	D+	67-69		
B-	80-82	D	63-66		

## Assignment Submission Policy

Assignments must be submitted the week they are due.

## Grading Timeline

Grades of assignments will be posted the week after the assignment is due.

## Additional Policies

Late assignment will be accepted with a 2 point penalty. Missed classes can be excused if you email me before the class starts, not doing so will bring your grade down by 2 points for each instance. Attendance is mandatory and I expect students to be present at the start of class, being late more than 15min will cause a 2 point penalty.

## Course Schedule: A Weekly Breakdown

	Topics/Daily Activities	Readings/Preparation	Deliverables
<b>Week 1</b>	Publication discussion	Lecture and discussion. Bring in published objects to class. Read the Crystal Goblet by Beatrice Ward.	Photo of your objects. One paragraph on the crystal goblet.
<b>Week 2</b>	One page	Design your paragraph on one page with text on one side.	One pdf
<b>Week 3</b>	Digital one page	Design your paragraph for a mobile device screen	One pdf
<b>Week 4</b>	Digital Publication	Create a mobile device publication using figma, must be at least four pages long and less than 20. It must include a cover, table of contents and articles.	Figma file link
<b>Week 5</b>	Crit and work session	Bring in your rough draft so that we can talk about it in class.	Figma file link
<b>Week 6</b>	Digital Publication Presentation	Prepare a short presentation of your digital publication	Presentation slides
<b>Week 7</b>	Magazine Design	Create a 8-16 page magazine that has a cover, table of contents, articles and featured articles.	PDF rough draft
<b>Week 8</b>	Crit and work session	Bring in your magazine to be reviewed in class. Be prepared to work on it.	PDF of layout
<b>Week 9</b>	Magazine Presentation	Prepare a short presentation for your magazine design	Presentation slides
<b>Week 10</b>	Collaborative Zine	Create a theme for a zine	One theme per group
<b>Week 11</b>	Zine planning	Plan and decide on a medium for your zine	PDF notes and sketches
<b>Week 12</b>	Work session	Work with team to design zine	PDF proof of zine
<b>Week 13</b>	Book design	Plan and create a book using open source text. Design the cover, TOC, and chapters	PDF of book
<b>Week 14</b>	Work session	Critique work and inclass work	Presentation
<b>Week 15</b>	Book production	Create a physical book using the files you have been working on	Printed book
<b>FINAL</b>	Book presentation	Formal presentation of book	Presentation Slides

# Statement on Academic Conduct and Support Systems

## Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” [policy.usc.edu/scampus-part-b](http://policy.usc.edu/scampus-part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](http://policy.usc.edu/scientific-misconduct).

## Support Systems:

*Counseling and Mental Health - (213) 740-9355 – 24/7 on call*  
[studenthealth.usc.edu/counseling](http://studenthealth.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call*  
[suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL), press “O” after hours – 24/7 on call*  
[studenthealth.usc.edu/sexual-assault](http://studenthealth.usc.edu/sexual-assault)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

*Office of Equity and Diversity (OED) - (213) 740-5086 | Title IX – (213) 821-8298*  
[equity.usc.edu](http://equity.usc.edu), [titleix.usc.edu](http://titleix.usc.edu)

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

*Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298*  
[usc-advocate.symplicity.com/care\\_report](http://usc-advocate.symplicity.com/care_report)

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

*The Office of Disability Services and Programs - (213) 740-0776*  
[dsp.usc.edu](http://dsp.usc.edu)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Campus Support and Intervention - (213) 821-4710*  
[campussupport.usc.edu](http://campussupport.usc.edu)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*  
[diversity.usc.edu](http://diversity.usc.edu)

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*  
[dps.usc.edu](http://dps.usc.edu), [emergency.usc.edu](http://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call*  
[dps.usc.edu](http://dps.usc.edu)

Non-emergency assistance or information.