COURSE DESCRIPTION:  Prerequisite: DES 202/203.
Recommended Preparation: DES 332a (FADN 332a) Typography

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.

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

STANDARD PROCEDURES AND GROUND RULES
Students are expected to attend all classes and arrive promptly. Attendance will be taken and can impact your grade. Due to the limited number of class hours and contact time, the in-class instruction will focus on lectures and critiques. Students are expected to
complete projects, exercises and additional studio time outside of class — a complete listing of computer labs/ hours on campus will be provided. Mutual respect in the classroom is critical. Critique is inevitable. Criticism will be constructive and is based in the appropriateness of the idea and not the dignity of the individual. It is imperative to meet the deadlines given, every class day a project is late the student will be penalized one grade.

MATERIALS AND SUPPLIES (TBD)

Sketchbook
Digital storage device
Access to a camera (camera phones ok)
Laptop and access to a computer + Galen (if applicable)
Other outsource(printing) services

Supplies to be determined by designer:

Drawing Pencils (non-repo blue is useful for layout)
Pens (05mm, 0.45mm, 1, 2) Black
Production Tool Kit: Xacto knives, blades (#11), metal straight edge
Cutting matt (self-healing)
Straight edge (ruler)
Sharpie markers or preferred black markers and pens-
Optional color pencils or colored markers
Paste (YES paste is recommended)
Glue sticks (UHU or Elmer’s) 2-3 sticks
Various paper (required -1 ream of text weight, 11” x 17”)

READING:

https://eyeondesign.aiga.org/


Supplemental readings and links to online tutorials will be provided on Blackboard Lynda.com.

Becoming A Graphic Designer by Steven Heller & Teresa Fernandes, John Wiley & Sons, Inc.
The Thames and Hudson Manual of Book Binding
(Thames and Hudson Manuals (Paperback), by Arthur Johnson
So You Want to Publish a Magazine, by Angharad Lewis
Stolen Sharpie Revolution: A DIY Resource for Zines by Alex Wrekk

Offbook Videos:

The Art of Graphic Design
https://www.youtube.com/watch?v=sTi55NgxE3U

Visual Culture Online
https://www.youtube.com/watch?v=JLZ9CjxxjY
Typography
https://www.youtube.com/watch?v=eKKDL6lekmA

Other Resources:
USC Rare Books Library
https://rarebooks.stanford.edu/rarebooks/
Apogee Graphics (Artist books, literary journals, multiples)
https://apogeegraphics.la/
Los Angeles Contemporary Archive
https://lavacoalition.art/Los-Angeles-Contemporary-Archive-LACA

PROJECT GRADING

ASSIGNMENTS:
Assignments are to be done on time at the beginning of class and presented professionally as stipulated in the assignment. You will be graded down a full grade for each class the work is turned in late. Students will often have individual processes and approaches to each assignment. Respect other peoples point of view. It is the responsibility of the student to keep up with project due dates (established in the handouts). Once final deadlines are set, late projects will be docked every class day assignments are not in on time.

PRESENTATION:
Digital assignments must be turned in in the requested file format by the due date. Printed assignments may have to be adjusted due to online experience and the obstacle of printing through campus services.

ATTENDANCE:
3 tardies = 1 absence
5 missed classes = Grade is reduced by one letter, and each successive absence brings your grade down one more letter grade.

CRITIQUES/ PARTICIPATION:
Critiques provide students feedback while in process. Positive criticism and negative criticism are both useful tools in helping us further understand concepts and the visual language. Critiques prove useful in helping us see alternative ways to improve a design solution. You are expected to participate and offer constructive help in the critiques.

UNDERSTANDING:
The tools and techniques discussed in class will be done through demonstrations. Your attentiveness and understanding are very important to master these programs involves practice and concentration.

The understanding should reveal itself in your successful completion of projects and participation in critiques.
ABILITY/ CRAFTSMANSHIP:
You will be graded on your skillfulness to bring your project’s concepts successfully to life through the visual language. Craftsmanship is an important consideration in all projects. How well you execute your solution will be considered.

CREATIVITY/ EXPERIMENTATION:
You are expected to explore and stretch the limits of the solutions to the problems. Originality is

GRADE BREAKDOWN

PERCENTAGE BREAKDOWN

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Project</th>
<th>Category</th>
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<tbody>
<tr>
<td>25%</td>
<td>Paste Up! Zine</td>
<td>DESIGN / CONTENT / PRODUCTION</td>
</tr>
<tr>
<td>25%</td>
<td>Literary Journal</td>
<td>DESIGN / CONTENT / PRODUCTION</td>
</tr>
<tr>
<td>25%</td>
<td>Ephemera Project</td>
<td>DESIGN / CONTENT / PRODUCTION</td>
</tr>
<tr>
<td>25%</td>
<td>Magazine Design</td>
<td>DESIGN / CONTENT / PRODUCTION</td>
</tr>
<tr>
<td>100%</td>
<td>Participation and attendance</td>
<td></td>
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</tbody>
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GRADING SYSTEM

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

EMERGENCY PREPAREDNESS/COURSE CONTINUITY IN A CRISIS
In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies.

ROSKI ADMISSIONS INFORMATION
For information and an application to become a Fine Arts minor, please visit http://roski.usc.edu/minors/ Please contact Anthony Bartolome anbartol@usc.edu or 213 740 9153 with any questions about a minor in Design. To become a major, please visit http://roski.usc.edu/undergraduate_programs/

<table>
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<tr>
<th>Topics/Daily Activities</th>
<th>Work Expected</th>
<th>Deliverable/ Due Dates</th>
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DES322 Publication Design
| Week 1 | Introduction  
Zine/ Paste Up/ Hand Making | Creating images. Generating content  
Material explorations | Discussion of ideas on 2nd day of the first week  
Wednesday, August 24th |
|---|---|---|---|
| Week 2 | Monday Aug 24th  
Presentation of influences with ideas for Zine Project | Work on your 1st Project  
Material explorations  
Cover comps  
Sketches/thumbnails of images  
{PRODUCTION} |  |
| Week 3 | LABOR DAY | {ZINE PRODUCTION} |  |
| Week 4 | ZINE Projects DUE | Review of Zines  
Wednesday, September 14th | 3 copies of handmade Zine |
| Week 5 | October 19th  
Literary Journals | What makes a Literary Journal  
Stories/Comics/Poetry/Criticism | Meeting with team members  
Delegate duties. |
| Week 6 | Presentation of Ideas  
Mission Statement | Sections for your Literary Journal  
Creative a cohesive editorial voice | Print Design vs Blog  
Or Both? |
| Week 7 | [Literary Journal PRODUCTION] | [Literary Journal PRODUCTION] |  |
| Week 8 | Literary Journals DUE Wed., Oct 12th  
Curating editorial | 1 copy for each artist/designer in the Literary Journal group |  |
| Week 9 | Ephemera | Nostalgia vs Future Vision  
*On Longing* by Susan Stewart  
Creating an artist multiple | Souvenir, keepsakes, paper collectibles. |
<table>
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<tr>
<th>Week</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Week 10</td>
<td>Could be an extension of a previous project</td>
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<tr>
<td>Week 11</td>
<td>Ephemerata Projects DUE Nov.2nd</td>
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<td></td>
<td>Take notes of revisions/improvements</td>
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<td>Week 12</td>
<td>Magazine/Broadsheet/Artist Book/</td>
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<td>Grids, Typography, Image Making</td>
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<td>Week 13</td>
<td>Print and digital iterations</td>
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<td></td>
<td>Creating templates in InDesign</td>
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<td>Week 14</td>
<td>Test prints Binding</td>
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<td></td>
<td>[PRODUCTION]</td>
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<tr>
<td>Week 15</td>
<td>Magazine Projects Due Nov. 30th</td>
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<tr>
<td>Week 16/17</td>
<td>FINALS WEEK</td>
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<td></td>
<td>Final December Monday, 12th</td>
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<td>Portfolio (PDF) Due</td>
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**PARTICIPATION AND ATTENDANCE POLICY**

* NEW for a 4-unit undergraduate class that meets 2X per week
Participation is 100% of your grade for the course

Participation is REQUIRED for every class meeting. You are expected to show up for every class, on time, prepared, and engaged. Students who miss more than 2 classes without a medical excuse or family emergency in writing will receive deduction of half a letter grade for the course; a further half grade will be deducted for each 2 additional classes missed. Students who have more than 5 unexcused absences (i.e., those absences that have not been cleared with professor) will receive a failing grade for the course. Habitual tardiness is not acceptable. Three tardies equal one absence.

*You must email your instructor ahead of the beginning of the semester if you have any issues attending every class. If you have an issue only for one or two classes, make arrangements before the class begins.

**Behavior Violating University Standards:** [https://policy.usc.edu/scampus-part-b/](https://policy.usc.edu/scampus-part-b/)
Distribution or use of notes or recordings based on university classes or lectures without the express permission of the instructor for purposes other than individual or group study. This includes, but is not limited to, providing materials for distribution by services publishing class notes. This restriction on unauthorized use also applies to all information, which had been distributed to
students or in any way had been displayed for use in relationship to the class, whether obtained in class, via email, on the Internet or via any other media. (See Section C.1 Class Notes Policy).

Recording a university class without the express permission of the instructor and announcement to the class. Recording can inhibit future free discussion and thus infringe on the academic freedom of other students as well as the instructor.

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. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct.

SUPPORT SYSTEMS:

Student Counseling Services (SCS) – (213) 740-7711 – 24/7 on call
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. engemannshc.usc.edu/counseling

National Suicide Prevention Lifeline – 1 (800) 273-8255
Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. www.suicidepreventionlifeline.org

Relationship and Sexual Violence Prevention Services (RSVP) – (213) 740-4900 – 24/7 on call. Free and confidential therapy services, workshops, and training for situations related to gender-based harm. engemannshc.usc.edu/rsvp

Sexual Assault Resource Center
For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: sarc.usc.edu
Office of Equity and Diversity (OED)/Title IX Compliance – (213) 740-5086
Works with faculty, staff, visitors, applicants, and students around issues of protected class. equity.usc.edu

Bias Assessment Response and Support
Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. studentaffairs.usc.edu/bias-assessment-response-support

The Office of Disability Services and Programs
Provides certification for students with disabilities and helps arrange relevant accommodations. dsp.usc.edu

Student Support and Advocacy – (213) 821-4710
Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. studentaffairs.usc.edu/ssa

USC Emergency Information
Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible. emergency.usc.edu

USC Department of Public Safety – UPC: (213) 740-4321 – HSC: (323) 442-1000 – 24-hour emergency or to report a crime. Provides overall safety to USC community. dps.usc.edu

Diversity at USC
Information on events, programs and training, the Diversity Task Force (including representatives for each school), chronology, participation, and vari