



DES 322 Publication Design

4 unit Course

Time: Monday/Wednesday 9am to 11:40am

Location: On Campus Only/ IFT 109

Instructor: Jason Fowler Ellenburg

Office: HAR 103A

Office Hours: by appointment

Contact Info: jellenbu@usc.edu

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/>

<https://afropunk.com/2018/09/black-graphics-celebrating-designers-of-color/>

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=sTi5SNgxE3U>

Visual Culture Online

<https://www.youtube.com/watch?v=JL7R9CjkxjY>

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**

25%	Paste Up! Zine	DESIGN / CONTENT / PRODUCTION
25%	Literary Journal	DESIGN / CONTENT / PRODUCTION
25%	Ephemera Project	DESIGN / CONTENT / PRODUCTION
25%	Magazine Design	DESIGN / CONTENT / PRODUCTION
100%	Participation and attendance	

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/

	Topics/Daily Activities	Work Expected	Deliverable/ Due Dates
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Week 1	Introduction Zine/ Paste Up/ Hand Making	Creating images. Generating content Material explorations https://eyeondesign.aiga.org/how-magazine-covers-became-political-posters-four-leading-art-directors-discuss/ https://afropunk.com/2018/09/black-graphics-celebrating-designers-of-color/	Discussion of ideas on 2 nd day of the first week Wednesday, August 24^h
Week 2	Monday Aug 24th Presentation of influences with ideas for Zine Project	Work on your 1 st Project <i>Material explorations</i> <i>Cover comps</i> <i>Sketches/thumbnails of images</i> { <i>PRODUCTION</i> }	
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 <i>Or Both?</i>
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 <i>On Longing</i> by Susan Stewart Creating an artist multiple	Souvenir, keepsakes, paper collectibles.

Week 10	Could be an extension of a previous project		
Week 11	Ephemera Projects DUE Nov.2nd	Take notes of revisions/improvements	
Week 12	Magazine/Broadsheet/ Artist Book/	Grids, Typography, Image Making	
Week 13	Print and digital iterations	Creating templates in InDesign	
Week 14	Test prints Binding	{PRODUCTION}	
Week 15		Magazine Projects Due Nov. 30th	
Week 16/17	FINALS WEEK	Final December Monday,12th Portfolio (PDF) Due	

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/>

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