**GRD201  Publication Design**

**REQUIRED BOOK**
Pocket Pal, 20th Edition
International Paper
ISBN: 978-0-9772-7161-0
One issue of any trade magazine such as: PRINT, HOW, EYE, Communication Arts, Graphis, etc.
(no software/tech mags)

**MATERIALS**
2 CD-R Discs
1 Flashdrive
Drawing implements
Small Sketchbook/paper

**INSTRUCTIONAL PROCEDURES**
A. Assigned readings
B. Lectures & demonstrations
C. Critiques of student work

**GRADING CRITERIA**
Students final grades will be based on the following:
10% -Homework,
Reference/Research,
Sketches & Projects
80% Final Project Eval

Project grades are generally based on this criteria;
1-follows specifications,
2-presentation, 3-use of type
& design principles, 4-creativity
& original concept development

**STUDENT REQUIREMENTS**

A. Attendance Policy;
1. ONE class sessions may be missed without penalty. Five or more absences will result in failure.
2. TWO late arrivals or leaving early= one absence 3. Only an Withdrawal request processed by the Registrar can insure a “W” as a final grade.

B. Coursework: Students are assigned a personal electronic DROPBOXES for each GRD/ART course and instructor. All work must be submitted to the appropriate DROPBOX on the assigned due date/time-line to be eligible for full credit at the time of assessment. Once a file(s) has been sent to the DROPBOX it may not be removed. However, revised projects may be submitted with #2 added to the project’s file name for reconsideration. (limit 2)

B1. Virtual Campus: This course has an online component at the My SCCC / D2L link. Check daily for course updates.

C. Responsibilities: Students are personally responsible for their own learning success, lecture notation, project guidelines, file management & back-up. Absent students are not excused and must seek out the missed info from a classmate. ONLY a brief reiteration will be given by the instructor.

D. Grades: Projects and assignments submitted to the DROPBOX are formally assessed at midterm & finalterm. Grades are averaged and weighed by the criteria established for each project. An “A” for a final grade will not be given if any class exercise, homework assignment, sketches, references, examinations, projects are missing from the DROPBOX, late submissions, attendance, lateness, early dismissal, or any other policy violations.

E. Independent Component: Students are expected to invest personal time practicing, preparing, and researching in an effort to keep up with the pace of the class assignments. Students with a need for extra support must seek out FREE Tutoring at the Academic Skills Center.

F. SCCC Conduct Policy: Familiarize yourself with the Student Code of Conduct policy listed in the Student Handbook. Any violation of the stated policy can result in a failing grade, removal from the class roster, and/or referral for further disciplinary action. F1. Not Permitted in this classroom: Any type of personal elect. devices (phone, PDA, iPod, Nintendo DS, etc.) F2. Course-relevant computer usage permitted ONLY NO surfing, aim, email, games, music, shopping, assignments from other courses, etc.

G. Department Record: A CDR of all projects and assignments is required on the last day of class in order to receive a final grade.

H. Student Record: Keep ALL PROJECTS saved & protected for department portfolio reviews. Original copies should be maintained by the student for at least 2 years to be submitted for graduation assessment.

**GRADING SCALE:**

A Exceptional; means objectives of the assignment are fully understood as applied to the particular assignment and an intriguing balance exists between clear communication of the message and creativity. The assignment is executed with impeccable craftsmanship, accuracy, and neatness. The assignment exists as part of the complete design development. A quality piece of work.

B High; objectives are met and design principles are primarily well understood. May be lacking in overall design quality, craftsmanship, clarity, or design development. Good overall effort.

C Average; the minimum requirements of the assignment have been met but not exceeded. Extra effort and insight into development of the basic assignment are necessary to produce higher quality work.

D Below average; there exist problems in completely demonstrating a full understanding the concept or objectives of an assignment. Incompleteness in several areas of craftsmanship, design, creativity, clarity, or development are also apparent.

F Unacceptable; No valid attempt to fulfill the requirements has been made. See instructor immediately for further clarification.

**COURSE OBJECTIVES**
This course will enhance one’s development in the techniques and skills necessary for the graphic design profession. Upon completion of this course students will:
1. Demonstrate the technical skills required in preparing digitally-produced graphic visual communication for print.
2. Ability to plan and execute a sequential message in a multiple page document.
3. Ability to gather and utilize information from a variety of sources in a variety of modes.
4. Demonstrate an understanding of pre-production preparation such as typesetting, electronic picture editing, page design, basic drawing, type treatment design and color.
5. Ability to communicate visual-verbal effect in a message to the consumer
6. Define the sequential steps involved in problem definition, information gathering, idea finding, solution finding, and implementation
7. Prepare a grid system for use in an editorial design project
8. Identify the sources for graphics and photographs (clip art, stock photos, promo photos, art direction/shoots)
9. Explain methods of creative brainstorming
10. Explain the roles of the client, designer, production arts, printer, and vendors
11. Communicate effectively with printers and service bureaus by maintaining a working glossary of terms
12. Gather needed information from a client or supervisor
13. Identify the components of a creative strategy or design brief
14. Identify the components of a successful resume & cover letter
15. Identify different papers and card stocks and select proper stock for different jobs
16. Explain issues of visual appeal in paper (quality, finish, coatings, colors, color cast, brightness, opacity, watermark)
17. Create camera ready art for sheetwise imposition using register marks and color coding on overlays
18. Demonstrate proper methods for handling photographs and line art
19. Identify theory and ethical issues related to publishing various documents
20. Synthesize gathered knowledge and demonstrate skills with the creative problem-solving process
21. Analyze the relationship between editorial content, form, and style in the design of publication

Schedule of Classes

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