

## Art 4380 — Publication of Design (Spring, 2008)

Prerequisites: Art 3383, 3384, and 4357

PROF. ORTEGA

Description: Sequential design and structural systems dealing with type, image, and form. Emphasizes concept development, research, writing, and presentation skills. Outside assignments.

PURPOSE. The course focuses on the crafting of text based products such as magazines, newspapers, books and other related materials. It also emphasizes the relationship between text, space, image and format. Topics included, but not limited to, structure, grids, digital formatting, text cleaning and interpretation, and preparation of projects for massive printing. The use of authoring tools as Photoshop®, Illustrator®, InDesign® and Word® will be addressed. Skills in the use of typography will be highly stressed throughout the semester.

EXPECTED LEARNING OUTCOMES.

- The ability to generate qualitative projects in relation to craftsmanship and design.
- The ability to identify and use typography in diverse layout formats
- The ability to identify and associate technical standards as they relate to the use of: digital images and their formats, typefaces, color and page layout structure.

METHODS OF ASSESSING LEARNING OUT COMES. Expected learning outcomes will be assessed through attendance, lectures, exercises, projects, individual and group critiques, and exams.

COURSE STRUCTURE. The semester will include lectures, discussions, class exercises, assigned projects, and critiques.

PROJECTS AND ADDITIONAL GRADING COMPOUNDS.

Project 1 :	Newspaper	(20%)
Project 2 :	Book	(30%)
Project 3 :	Magazine	(30%)
1 Exam :	Midterm	(10%)
Attendance & Activities:		(10%)

\*\* For all projects, individual blue books with the creation of project's intent, notes and sketches are required and should be turned in along with final version of projects. This step will be 10% of each project's grade.

For grades that are borderline (for example, a few decimals between an A and a B), I reserve the right to raise or lower the final grade based on class participation and professionalism observed throughout the semester. Grading key to convert number grades into letter grades: 0-59 F, 60-62 D-, 63-66 D, 67-68 D+, 69-72 C-, 73-76 C, 77-78 C+, 79-82 B-, 83-86 B, 87-88 B+, 89-92 A-, 93-96 A, 97-100 A+

REQUIREMENTS:

**a. Publication Design Workbook by Timothy Samara (2007 paper back edition)**

**AMAZON price \$16.50 NEW // \$15.00 USED // TTU bookstore \$25.00**

b. Blue books to record your project's process

c. Additional materials will be required for mounting purposes and for the binding of the books. A list of materials will be given at the beginning of each project if the required materials are too specific.

GENERAL CLASS POLICIES.

- Extra credit will not be given at any point, although a chance to redo one [1] project will be allowed. The project will be DUE on the day assigned for final examinations (with instructor's consent.)
- Class time is for you to work and practice, make comments, ask questions and for extensive critiques. If you are using this time for other purposes **you will be asked** to leave and an absence will be added to your record.
- In many cases, two (2) 5-10 minutes breaks will be given between hours (or its equivalent in other cases).
- **Always come to class prepared**, meaning [1] that you have read lectures and [2] have the appropriate material to work in class. Students who do not satisfy these requirements will be asked to leave and an absent mark will be added to their record.
- All projects and lectures will placed on line at: <http://ludoztli.com/4380publication>

DEADLINES. No assignments will be accepted after the due time and date.

GRADING. Each project will include its grading criteria and will be explained when project is presented. Quality of work is expected in the craftsmanship and design, and final versions should be properly mounted and completed.

RECOMMENDATIONS. Allow yourself time to work and practice outside of class; ask questions, pace yourself, organize your time, allow yourself to make mistakes and explore as much as you can.

**CIVILITY. Students are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from engaging in any other form of distraction. Inappropriate behavior in the classroom shall result, minimally, in a request to leave class. You must turn your cell phones off while in class. Thank you.**

ATTENDANCE. Consistent and prompt attendance develops responsible professional behavior and insures the student access to the full range of experiences and information necessary to complete class assignments and acquire skills and knowledge emphasized in the professional field. Attendance and participation will be closely monitored. **The student is allowed two [2] absences, upon the third [3rd] the final semester grade will be lowered by one letter grade and upon the fourth [4th] the student will automatically fail the course.**

A student arriving to class after roll has been taken (10-15 min into class) will be considered tardy. Tardiness beyond 5 times is considered chronic and will result in a reduction of the student's semester grade by one letter grade (and for each additional incident beyond the first five). A student arriving to class after the first 30 minutes will be considered absent. Do not leave class early, if you do you will be marked absent. Come to class prepared, if work is incomplete you may be marked absent.

Students who miss class due to absence must obtain notes for the class and assignments from a responsible classmate prior to the next class meeting. A student that wishes to justify an absence must provide

appropriate documentation before a week after her/his absence has passed. If you are anticipating to miss a class, please talk to the instructor with enough anticipation.

**OFFICIALLY APPROVED TRIPS.** Department chairpersons, directors, or others responsible for a student representing the university on officially approved trips should notify the student's instructors of the departure and return schedules in advance. The instructor so notified must not penalize the student, although the student is responsible for material missed.

**RELIGIOUS OBSERVANCE.** A student may be excused from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused for this purpose may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused.

**ACADEMIC INTEGRITY.** It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work that they have not honestly performed is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension. The instructor in a course is responsible for initiating action for dishonesty or plagiarism that occurs in his or her class. In cases of convincing evidence of or admitted academic dishonesty or plagiarism, an instructor should take appropriate action. See the section on "Academic Conduct" in the Code of Student Conduct for details of this policy. "Scholastic dishonesty" includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give unfair academic advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior consent of both instructors). "Plagiarism" includes, but is not limited to, the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit. Any student who fails to give credit for quotations or for an essentially identical expression of material taken from books, encyclopedias, magazines, Internet documents, reference works or from the themes, reports, or other writings of a fellow student is guilty of plagiarism.

**STUDENT DISABILITY SERVICES (SDS – FORMERLY ADA)** Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor's office hours. Please note instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, you may contact the Student Disability Services office at 335 West Hall or 806-742-2405.

**OMBUDSMAN.** The Ombudsman for Students provides informal, neutral, and confidential dispute resolution services for students and can assist with interpersonal misunderstandings as well as with concerns about academic or administrative issues. The office operates independently as a supplement to existing administrative or formal grievance procedures and has no formal decision-making authority. The Ombudsman does not act as an advocate for either side in a dispute. Instead, they act as an advocate for fairness for all parties involved. The office is a safe place for students to bring concerns and find solutions. Services are available from 8 a.m. to 5 p.m. on weekdays and at other times by appointment. Walk-in visitors are welcome. Contact information: 237 Student Union, (806) 742-4791, [www.ttu.edu/ombudsman](http://www.ttu.edu/ombudsman)