For this course you will create a narrative in the form of a publication. Each student will paired with another to tell each others story. Over the ten weeks you will generate content both texts and image that will be the source of your content.

Avoid cliches and consider the abstract.

READ, RESEARCH, EXPLORE, DEVELOP, REFINE, FINISH, PRESENT

Final books must include at least 10 of the following types

photograph
illustration
essay
graph or chart or data
interview
short story
document 1 minute, 1 hour, or 1 day
how-to or guidebook
poem
letter
map
lists
shopping list
packaging
review

Along the way you will create a handful of small booklets that accompany your publication.

READ, RESEARCH, EXPLORE, DEVELOP, REFINE, FINISH, DISTRIBUTE

This course focuses on sequential narratives in print media as they apply to design and communication solutions. This course aims to blur the line between author / designer and begin to take a critical approach to content and form.

Classroom time will be used primarily to review work either as class discussion or individual meetings. Every week you will have a new assignment due the following class. Work is to be presented according to the instructions by 9am. There will also be a handful of tech-tutorials to help you along the way and we will preview many print media examples.
SCHEDULE

WEEK ONE
MONDAY  09.27.10
In class
1. Introduction to course and overview of assignment.
2. Begin research and content development.

Assignment 1: due on Wednesday 09.29.10
Bring in a content draft for texts and images.

WEDNESDAY  09.29.10
In class
1. Review and discuss content drafts.
2. Tutorial 1: Intro to book designs. Discuss book structures. Grid + Type

Assignment 2: due on Monday 10.04.10
Begin to develop content based on your draft. Have two texts completed from the list, and have 20 image ideas (self generated)

WEEK TWO
MONDAY  10.04.10
In class
1. Review and discuss generated content.
2. Develop Typography:
   - Primary font style: typeset the title/subtitle of your book in the selected font.
   - Paragraph style: typeset a sample paragraph with one of your selected texts.
   - Caption character style: typeset a sample caption.

Assignment 3: due on Wednesday 10.06.10
Continue to develop content. Have two more texts completed. Develop images. Print it out Typography developments on 8.5 x 11 sheets On sheet for each style.

WEDNESDAY  10.06.10
In class
1. Discuss typography development and book formats. Start to generate a Grid structure + “look and feel”.

Assignment 4: due on Monday 10.11.10
Continue to develop content based on your draft. Focus on content & role of author and reader as reflected in your narratives.

Show 3 different ideas for a “look and feel” (3 spreads for each idea)

Read the Foreword, Historical Synopsis, Chapter 1 of The Elements of Typographic Style.

WEEK THREE
MONDAY  10.11.10
In class
1. One on one critiques to review visual direction, texts and imagery.

Assignment 5: due on Wednesday 10.13.10
Continue to develop content based on your draft. Focus on the relationship of your content and subject to the form of your book(s)

Have 3 more texts completed.

Print out 5 spreads of your visual direction with self generated content.

WEDNESDAY  10.13.10
In class
1. Discuss concepts of visual direction and imagery. Design Refinement. Preview examples

Assignment 6
Read chapter 2 of The Elements of Typographic Style.
WEEK FOUR

MONDAY 10.18.10

In class
Work in class to refine design, and generate content.

Assignment 7: due on Wednesday 10.13.10
Refine your layout with specific care for your typographic hierarchy, and implement to 10 more spreads.

WEDNESDAY 10.20.10

In class

Assignment 8: due on Monday 10.18.10
Bring in 10 refined spreads of your design trimmed to size. Read chapter 3 of The Elements of Typographic Style.

WEEK FIVE

MONDAY 10.25.10

In class
Review assignment 8. Individual work review.
Discuss binding and printing techniques.

Assignment 9: due on Wednesday 10.13.10
Create a dummy of your book in actual format, and binding. Trim to scale. Read chapter 4 of The Elements of Typographic Style.

WEDNESDAY 10.27.10

In class
1. Work in class. Group discussions.

Assignment 10: due on Monday 11.01.10
Refine your books rhythm and flow. Pay attention to hierarchy and sequence, but also begin to think about the materiality your book will take. Read chapter 5 of The Elements of Typographic Style.

WEEK SIX

MONDAY 11.01.10

In class
Group critiques. Discussion about the cover.

Assignment 11: due on Wednesday 11.03.10
Read chapter 6 of The Elements of Typographic Style. Bring in 5 directions for your cover. Have them trimmed to size and ready to discuss. Also bring in material or paper samples.

WEDNESDAY 11.03.10

In class
Discuss cover directions.
InDesign Tutorial on printing.

Assignment 12: due on Monday 11.08.10
Print out refined cover directions. Have them trimmed to size and ready to discuss. By the start of week seven all your content must be generated. Print and trim spreads to discuss with covers.

WEEK SEVEN

MONDAY 11.08.10

In class
Presentation and group critiques

Assignment 13: due on Wednesday 11.10.10
Print your entire publication and make a full scale dummy. Read chapter 7 of The Elements of Typographic Style.

WEDNESDAY 11.10.10

In class
Review publications. Individual critiques.

Assignment 14: due on Monday 11.15.10
Refine your dummy (and binding technique if necessary.) Read chapter 8 of The Elements of Typographic Style.
WEEK EIGHT

MONDAY  11.15.10
In class
Review work. Individual critiques.

Assignment 15: due on Wednesday 11.17.10
Bring in all your final materials. Paper stock, fabric, if your are printing on material other then paper bring in a test. Read chapter 9 of The Elements of Typographic Style.

WEDNESDAY  11.17.10
In class
Bookbinding methodology.  
a) smyth sewn  
b) japanese binding  
c) perfect binding  
d) wire-o  
e) saddle-stich  

Assignment 15: due on Wednesday 11.17.10
Print and bring a full “galley” of your book (two sided). Also bring with you your bound dummy.

WEEK NINE

MONDAY  11.22.10
In class
Review your “galley” before you make your final print.

Assignment 17: due on Wednesday 11.24.10
Finalize any changes from your galley. Read chapter 10 of The Elements of Typographic Style.

WEDNESDAY  11.24.10
In class
InDesign: Printing specifications. Work in class

Assignment 18: due on Monday 11.29.10
Finalize your publications.

WEEK TEN (FINAL WEEK)

MONDAY  11.29.10
In class
Work in class to complete your printing and binding.

Assignment 19: due on Wednesday 12.01.10
Presentation of your final publications!

WEDNESDAY  12.01.10
In class
Presentations of your final publication. Which should consist of a bound book containing the following:  
a) cover  
b) end sheets (if your book is hard bound)  
c) front matter  
d) it least 10 from the following list  
photographs  
illustration  
essay  
graph or chart or data  
interview  
short story  
doctorment 1 minute, 1 hour, or 1 day  
how-to or guidebook  
poem  
letter  
map  
lists  
shopping list  
packaging  
review
GENERAL CLASS RULES

ATTENDANCE
Classes will start at 9am SHARP. If you are 15 minutes late without any announcement at
forehand to professor or/and t.a. you get a tardy. Every tardy is a half grade down on your final
grade. If you are later then 15 minutes don’t interrupt class, you’ll be marked absent. Every
(unexcused) absense 1 full grade down, 3 unexcused absenses result in FAILED CLASS.

GRADES
Each class you will be evaluated on the following: class participation / presentation /
organization — and design skills, your final grade is the average of all grades in combination with
your attendance record.

OTHER
Always remember to turn off your cell phones during introductions / lectures / critiques / class meet-
ings No food in class, drinks are o.k. No checking personal e-mails or Skype
or iChats during class.

ASK QUESTIONS, MAKE COMMENTS, CONTRIBUTE TO CRITIQUES!

LEARN FROM YOUR PEERS, THIS IS A TEAM-EFFORT!

PRESENTATIONS NEED CLEAN AND PRECISE PRINT-OUTS AND A GOOD AND LOUD
VERBAL PRESENTATION.

HAVE FUN!!