

**ART 458 . Advanced Graphic Design . Fall 2010 . Professor Ruth Lozner**

Tuesday & Thursday 2-4:30 / Office hours by appointment, please email:

[rjlozner@gmail.com](mailto:rjlozner@gmail.com)

*Description:* This class will comprise two projects (plus preparation for entering the profession): a multi-page magazine focusing on a specific aspect of the Chesapeake Bay or the Chesapeake Bay Foundation (learning the accompanying skill set both in analog and digitally). The project will include, cover, table of contents, two departments with jump pages and two feature spreads with jump pages- a spec sheet will be distributed.) Embedded in this assignment will be acquiring valuable knowledge through research about sustainability. The final weeks of the course will be devoted to creating a business identity package as well as developing a professional; learning interviewing techniques and other job-hunting skills. Other topics covered will include contracts, copyright, business etiquette, taxes, purchase orders and invoices.

*Schedule is subject to change – please be flexible. In the case of snow days, I will be emailing you instructions. If you plan to be absent, please tell me in advance. If you are absent (whether excused or unexcused) you are responsible for keeping up with the work. Your grade will be dropped if you are absent more than 3 unexcused absences, and 4 excused.*

\*I will be using BlackBoard to post announcements ,reading assignments, book recommendations and useful websites to get your research started.

REQUIRED TEXT: Green Graphic Design by Brian Dougherty and the Celery Design Collaborative

**week one**

Th 9.2 Introduction to course and expectations: Discussion of first project: Chesapeake Bay or Chesapeake Bay Foundation Magazine; Go over specs and expectations. *Magazine Design Basics: PPT#1* Identity package and self- promotional material; portfolio preparation. Homework: read as much information as you can to prepare for the assignments on the Chesapeake Bay Foundation website – [www.cbf.org](http://www.cbf.org) Good Magazine's excellent information graphics: <http://www.flickr.com/photos/goodmagazine/sets/72157618896371005> [www.aiga.org](http://www.aiga.org) always has an abundance of useful information [www.livingprinciples.org](http://www.livingprinciples.org) wonderful resource for sustainability issues and links. *Homework:* For Tuesday, bring in one magazine you think is well-designed, one that is poorly designed and be prepared to discuss your reasoning.

## Weektwo

T 9.7 11:30-12:30 Lecture by Mark Stewart : UMD Office of Sustainability

*Magazine Design PPT #2.* Discussion of the magazines : the good, the bad and the ugly. Typography terms review. Make decision on CBF magazine name and approach

Th 9.9 Sappi paper rep presentation. Sustainability issues in Graphic Design.

Fri 9.10 On site: Carpool to the Chesapeake Bay Foundation building in Annapolis for presentations and to meet your "clients". Parameters discussed.

## weekthree

T 9.14 Creative Brief due. Look at professional examples of covers and nameplates and turn in pencil sketches of first iterations of nameplate. Critique. *Magazine Covers PPT#3* Work in class.

Th 9.16 Next iteration of nameplates. Start to write department and feature article titles. Work in class. Individual critiques. Decide on color palate/date/approach.

## weekfour

T 9.21 Grid system due for departments. ( including font choices for all elements) Have 10 department names and 3 categories chosen. Pick the two departments that you will be designing. Critique. Work in class. *Alternative Story Formats PPT#4*

Th 9.23 Rough for department #1 due. Find articles and photos for first department. Finalize flags, headlines, subheads etc. Work in class. Individual critiques. *Trompe l'oeil Technique PPT #5*

## weekfive

T 9.28 Comp of department #1 +#2 due. Critique. Work in class. Discuss several magazine websites and blogs. Start assembling copy and photos.

Th 9.30 Work in class to finish departments. Begin feature #1 layout. Individual critiques.

week**six**

T 10.5 Next nameplate iteration. List of T of C contents due: see spec sheet. Work in class on template for departments. ( see example of CBF style manual as well as UMD style guide.)

Th 10.7 Rough for Table of Contents ( T of C) due. Critique. Work in class. Write out feature titles and blurbs.

week**seven**

T 10.12 Rough of T of C due. Critique. Work in class.

Th 10.14 Feature #2 rough due. Copy and photos.

week**eight**

T 10.19 Comps of TOC and features. Critique. Work in class.

Th 10.21 Cover layout and image due. Critique. Work in class.

week**nine**

T 10.26 **Presentation of magazine** (in progress )to Chesapeake Bay Foundation Creative Director, Education Outreach Director; Publications Directors at UMD for feedback.

Th 10.28 Discussion of presentations and feedback. Start lectures on on job hunting issues.

week**ten**

T 11.4 Last time for critique and comments. Last group proofreading and editing.

Th 11.6 Introduction to identity package assignment. Lecture on interviewing and portfolio prep.

week**eleven**

T 11.9 ALL Magazine PAGES due: in envelope, unmounted. Name of studio chosen and concept sketches due. Bring in resume and job announcement. Lecture on resume and cover letters. Begin letterhead design.

Th 11.11 Turn in job announcement, cover letter, and resume for editing. Critique of iterations for letterhead, business card, envelope.

**weektwelve**

T11.16 Start work in class on digital portfolio and website.

Th11.18 Individual critiques on portfolio work and concepts.

**weekthirteen**

T 11.23 Next iterations of portfolios and identity materials.

Th 11.25 *No class/ Thanksgiving Break*

**weekfourteen**

T 11.30 Individual critiques of identity package. Work in class.

TH 12.2 Final Identity package group critique. Individual critiques of portfolios.

**weekfifteen**

T 12.7 Work at home for final review.

Th 12.9 Final portfolios ( both physical and virtual) due during individual interviews. All magazine pages due: mounted for portfolio. Letterhead business card, envelope due and mounted. cover letter and resume due handed in unmounted in an envelope. A CD of your work will be handed also.

*Send PDFs of final magazine to Chesapeake Bay Foundation.*