

**SCHOOL/COLLEGE** College of Engineering & Design

**DEPARTMENT NAME**  Design

**TERM**  Fall 2021

**COURSE TITLE**  Editorial & Publication Design I

**COURSE NUMBER** GDES2030

**PREREQUISITE(S)** DME2000 and GDES2000

**PROFESSOR NAME** Karyn Jimenez-Elliott

**OFFICE LOCATION** 210

**E-MAIL ADDRESS** [kjimenez@jwu.edu](mailto:kjimenez@jwu.edu) or karyn.jimenez@jwu.edu

**OFFICE HOURS** M&W 10:00-11:00

**DEPARTMENT CHAIR** Deana Marzocchi

This syllabus contains the policies and expectations established for this course that are intended to create a productive learning atmosphere for all students. Students should read the entire syllabus carefully and understand that they will be expected to fully abide by these policies and expectations.

**ABOUT INTEGRATIVE LEARNING**

Integrative Learning is the ability to develop skills, experiences and conceptual understanding in one discipline and connect, synthesize and relevantly apply these components in new situations. It is demonstrated in the ability to evaluate diverse perspectives and interpret issues contextually.

**COURSE DESCRIPTION**

This course introduces the creative and technical development of text composition, layout and

the hierarchy of information with emphasis on dynamic use of the grid, page structure,

text/image integration and multi-page layout and design. Emphasis is on typographic

composition and page layout. Using industry-standard page layout applications, this project based class helps students develop their skills as designers by the creation of sophisticated

editorial and publication design assignments.

**COURSE OBJECTIVES**

1. Learn and apply the selection of appropriate typefaces and font pairing as they relate to

various graphic communications.

2. Create successful design solutions through the thoughtful selection, arrangement and

layout with effective hierarchy, image placement and typography.

3. Use advanced typographic tools to enhance legibility, readability and composition,

including spatial relationships and techniques.

4. Identify associated design limitations as seen with the relationship of type, image   
and color.

5. Develop, compose and produce multi-page layouts using sophisticated and advanced

typographic techniques.

6. Understand and demonstrate the production and technical printing implications of type

and use industry-standard applications to produce advanced projects from conception

to production.

7. Utilize pagination and production/printing methods to design and construct by hand

multi-page projects with precision and good craft.

**REQUIRED SOFTWARE**

Adobe Creative Suite CC

**SUGGESTED TEXT (\*NOT REQUIRED\*)**

InDesign Type: Professional Typography with Adobe InDesign 3rd Edition

Publisher: Adobe Press; 3 edition (March 2, 2014)

ISBN-10: 0321966953

ISBN-13: 978-0321966957

Basics Design 07: Grids, 2nd Edition 2nd Edition

Publisher: AVA Publishing; 2 edition (November 29, 2012)

ISBN-10: 2940411921

ISBN-13: 978-2940411924

**REQUIRED DESIGN SUPPLIES**

Sketchbook, metal ruler, pencils, micron pens, Xacto knife & blades

Additional Materials for projects will be announced when the project is assigned.

**SYSTEM OF RECORD FOR ACADEMIC GRADES**

Official academic grades can be accessed via jwuLink. Grades maintained in the ulearn course management system are for tracking purposes only and may not reflect all of the criteria considered when calculating a student’s final grade.

**EVALUATIVE CRITERIA** (subject to change during term)

|  |
| --- |
| **Engagement • 10%** |
| Participation in discussion boards and/or critiques.  Preparedness for classes.  Attending duration of classes in person and/or remote |
| **Homework Assignments • 15%** |
|  |
| **InDesign Assessment Quiz • 15%** |
|  |
| **Project #1 Event Program & Collateral • 25%** |
| Project Specifications Completed  Cohesiveness  Design Process, Strategy & Originality  Quality in Digital Craft  Presentation |
| **Project #2 Magazine • 25%** |
| Project Specifications Completed  Cohesiveness  Design Process, Strategy & Originality  Quality in Digital Craft  Presentation |
| **Final Assessment • 10%** |
| Your Own Personal Growth & Performance |

**CAMPUS-SPECIFIC STUDENT POLICIES**

All students are required to read, understand, and abide by the provisions of the Catalog and Student Handbook applicable to their campus, which can be found at <http://academics.jwu.edu/catalogs/>.

In particular, students should be aware of the following university policies:

**General Information and Policies**

Prohibited Discrimination and Harassment

Withdrawal

University Holds

**Academic Policies:**

Academic Integrity/Academic Integrity Review Process/Turnitin Notification

Attendance

Occupancy in Class

Outcomes Assessment

**Student Affairs:**

Student Code of Conduct

**Student Services:**

Accessibility Services

**ACCOMMODATION STATEMENT**

Johnson & Wales University supports all students’ academic needs. Students with documented disabilities interested in accommodations and/or auxiliary services must contact Accessibility Services, meet with an Accessibility Services advisor, and together complete an Accommodation Agreement. Students are encouraged to speak privately with their professors regarding their academic accommodations. Contact Accessibility Services at <https://academicsupport.jwu.edu> for campus-specific information including office location and contact number.

**JWU DESIGN DEPARTMENT**

**ATTENDANCE, LATENESS & ACADEMIC INTEGRITY POLICIES 2021/22**

***WHY IS ATTENDANCE IMPORTANT?***

The purpose of the university’s attendance policy is to help students develop a self-directed, professional attitude toward their studies and maximize their educational opportunities. Regular class attendance provides fundamental educational value and offers the most effective means to gain command of the course concepts and materials.

Students are expected to attend all classes, arrive on time and remain for the entire class period, as well as report to class fully prepared with all required materials. To meet these expectations, students must arrange course schedules that minimize conflict with other commitments, including personal commitments, work, or participation in athletics or other university-sanctioned events. When students encounter difficulty meeting these requirements, they must actively engage their faculty member to discuss the concern.

Individual faculty define the specific role that class attendance plays in the calculation of final grades for each course. The Design Department has its own additions to the University Attendance Policy. See the Departmental Attendance Policy below. Additionally, excessive absences in certain courses may result in withdrawal from the course at the instructor’s discretion. Students should consult the course syllabus and course instructor for specific faculty policies on attendance and make-up work within a course. Student Academic Services does not issue excused absences from class. Students must contact their course instructor directly to discuss past or future absences.

For the purposes of financial aid and verification of enrollment, a student is considered enrolled in the semester by the census date if they are in attendance by the third class meeting for 16 week courses, or by the second meeting for classes or labs that meet only once per week or run for less than 16 weeks. For online courses, a student is considered enrolled by the census date if they complete the first stated assignment or activity by the due date. If students do not meet these criteria, they will be withdrawn without academic penalty from the course (i.e., as never attended) and, when appropriate, issued a tuition adjustment in accordance with the [Tuition and Fees Credit Policy](https://catalog.jwu.edu/handbook/generalinformationandpolicies/withdrawalfromjwu/).

It is the student’s responsibility to notify Student Academic & Financial Services of any courses that they wish to drop from their schedule, as well as any intent to leave the university. Discontinuing attendance or notifying an instructor does not constitute an official course or university withdrawal.

\*The above has been modified from the JWU University Attendance Policy.

**THE DESIGN DEPARTMENT ATTENDANCE POLICY\***

The design studio courses are professionally focused, skill-oriented learning experiences. The daily exercises in each studio course are unique and not repeated. Students must attend every class to maximize their educational opportunities. Since hands-on tasks are integral to skill development and production, a significant part of the studio grade depends on students attending class and being fully engaged in the individual and team assignments of a particular studio. Excessive absences in a studio/design course will result in a grade reduction and may lead to a student being withdrawn from the course.

***The Design Department Attendance Policy***

* Students are expected to attend class as important course related material is covered in each meeting.
* Attendance will be taken.
* After 3 absences, the student’s grade will drop one letter grade. Subsequent absences will result in further letter grade penalties. (Circumstances at discretion of the Instructor and Chair.)
* Leaving early or arriving late to class will result in an ABSENCE.

***The following procedure must be followed for lateness and/or attendance:***

* If a student is going to be absent, they must send an e-mail to the professor prior to class.
* Students should refrain from scheduling personal appointments during class time. If you MUST be absent due to an appointment, let the professor know as far in advance as you can.
* Students are responsible for any missed work even if absent. Visit Ulearn and the weekly schedule found in the syllabus for information.

**DESIGN DEPARTMENT GENERAL POLICIES REGARDING GRADING & LATENESS**

* Each course has its own specific grading structure and rubrics. Be sure you understand the specific grading requirements for each course.
* Students are responsible for homework/classwork that is assigned or due even if absent.
* Class projects must be treated seriously as they have great weight in determining the   
  final grade.
* Projects handed in by the due date that meet the requirements according to that specific project rubric will receive full marks.
* The majority of the grade for most Design courses is based on project work. Students are required to hand in all project work in person and on time AND attend all project critiques.
* Missing a critique and/or failing to hand in a project file before the start of class on a project due date will result in a ZERO. Late submissions are not accepted.
* If late for a critique, you will be deducted -5 points for presentation grade and -5 for the deadline portion of grade. This is -10 points off the grade. *(Based on Professor discretion.)*
* Students who are late for a crit, according to the Departmental Attendance Policy will be marked absent in addition to the above crit penalty. *(Based on Professor discretion.)*
* Students may not be able to present if late for a crit, which will result in a zero for presentation grade in addition to above penalties. *(Based on Professor discretion.)*
* Leniency for absences may be considered through communication with your professors and a representative from the Center for Academic Support.
* ***False writing by anyone on a medical excuse will be treated as fraud, resulting in   
  disciplinary action.***

**STUDENT ENGAGEMENT DURING REMOTE DELIVERY**

In the event that classes are to be delivered remotely, all students are expected to adhere to the same attendance policy and class standards as with on-ground course delivery. Therefore, the attendance policy is in effect even with remote delivery. Engagement during remote settings is just as important as on-ground and the same rules apply. To promote an engaged and meaningful remote class experience, students must adhere to the following:

1. Attendance will be taken at the beginning of each remote class session.
2. Test your technology and internet. If you don’t have the proper technology be sure to let your professor know this before the first class period so arrangements can be made for you to obtain the equipment you need.
3. Participate in your remote sessions. Turn on your video, raise your hand, ask questions and be actively engaged. Make this a goal. Don’t just login and go back to bed or become otherwise distracted. Be responsible. Faculty will know if you are engaged in the courses.
4. Mute your mic when you are not speaking.
5. Wear headphones to minimize background noise.
6. Be mindful of your surroundings.
7. Set yourself up in a space that is quiet and well lit. Have all the materials you need, sketchbook, notebook, pens, pencils, textbook, etc. Be prepared as though you are on ground.
8. Do not leave the remote class unless absolutely necessary. If you do leave the class, turn off your video before you depart and then turn the video camera back on when you return.
9. If you lose connection, be sure to let your faculty know why you left the session. Be responsible.
10. In the event that you can’t attend the virtual sessions, you MUST email your professor.
11. If you are scheduled in a "hybrid" class that meets F2F (face-to-face) and remotely, do not schedule work or other activities during that class time - even if you are not meeting synchronously. ALL of your class blocks should be dedicated to that class whether you are meeting synchronously or not.

**CONDUCT WITH IN ON-LINE & VIRTUAL SETTINGS**

As always, students are expected to act civilly and respectfully, in all environments, including on-line, social media, and virtual settings. Students should be mindful of their communications (phone, videoconferencing, email, etc.) with faculty, staff, and other students. While in breakout rooms, your conduct, behavior and language must remain professional, respectful and appropriate.

**ACADEMIC INTEGRITY**

If a student is found responsible for cheating, plagiarizing or in any way compromising academic integrity, the student may be subject to both academic disciplinary action (including dismissal from class) and student conduct review action (up to and including dismissal from the University). For additional information refer to the Academic Policies section of this syllabus.

As far as the specific academic integrity concerns that relate to the Department of Design, our policy is clear— we support original work ONLY (art, photography, code, illustration, etc.) for use in your projects within the department. Copying is not allowed. Copying someone’s artwork is cheating. The terms are not different than in any other academic course. You are required to prove use of visual content. Each DESIGN student will attend a Copyright Workshop in the GDES1020 course that describes specific details on this topic. As a Design student, it is your responsibility to know the laws and know what is fair use and what is a violation.

Live tracing an illustration or design and using it in your projects is not in support of our academic integrity policy and therefore is considered an academic integrity violation. If you aren’t sure if a piece of work that you are using is original or you aren’t sure if a visual element is in violation of the academic integrity policy, ask you professor. Ask before you use a graphic element in your project.

Tangible Evidence of Original Work

In addition, when assessing your design projects, each individual student is required to submit a set of tangible evidence that includes but is not limited to research, stylescapes/mood boards, inspiration, sketches, phases of design, digital iterations, prototypes, and a final product including digital native files for review/grading.

Attendance in class and the student’s one on one meetings during class time with professors is essential to the validation of the student’s work as original. See the Design Department Attendance Policy above.

The combination of this set of tangible evidence AND class attendance validates original student work. We reserve the right, as faculty, to refuse a student project if the project was not worked on in the presence of the faculty member during the class time. If you have any questions please ask your professor.

\*Note: With permission of instructor, there may be some cases that using work from a credited source may be allowed. This is solely at the discretion of the instructor and MUST be approved by the instructor before use in your projects.

**CLASSROOM POLICIES** **& PROCEDURES**

**ULEARN & COURSE MATERIALS**

You are responsible for all course material and assignments regardless of whether or not you

are in class. ULearn is used for announcements, grading, project write-ups and resources. This is not an online course taught through Ulearn, the one-on-one feedback and additional day to day class instruction will not be posted. If you miss a class, it is up to you to have what is due for the next class, based on referencing the project write-up and checking with your classmates to see what additional instruction you may have missed. It is not the professor’s responsibility to catch you up on class sessions you have missed.

**FILE STORAGE & BACK-UP**

Any digital work done for this class must be backed up on a regular basis. If your computer crashes, or somehow did not save your work, you are still responsible for the digital

portion of all assignments. When you close a file, back it up. Portable storage is essential.

Cloud-based solutions like Google Drive or DropBox are also recommended. Make sure you have sufficient storage with a large hard-drive, do not rely on things like USB drives.

**FOOD & BEVERAGE**

In academic buildings, food and beverage consumption is limited to designated eating areas

only. Any water bottles should be kept on the floor, never on the tables next to the keyboards and monitors.

**CELL PHONES**

Cell phones must be silenced (set to vibrate) during class time. For safety purposes, including emergency communication, cell phones may be left on during class time but disruptions to class will not be tolerated. They should not be used during class time unless for emergency purposes.

**WORK & EXPECTATIONS**

This is an advanced-level course for design majors. As such, this class requires dedication to

learning and a serious time commitment. While time spent outside of class will vary depending

weekly assignments, you should anticipate spending upwards of 8 hours of work outside of

class each week, particularly in the last half of the trimester. I expect your commitment to

growing as a creative and a designer in this class to equal what you will dedicate to real-world

design projects in your career upon graduation.

**TIPS FOR SUCCESS IN THE CLASSROOM**

• Do not look for shortcuts on directions and steps outlined in the project guidelines posted on ULearn. There are no shortcuts in good design. Good process is everything!

• Come to each class prepared! Bring your sketchbook, materials and all process and be ready to present and/or discuss your design and decision making at any time.

• Everyone in class is expected to speak aloud and share opinions regarding design. As

upperclassmen, you should all be able to articulate and present your design decisions to

others and provide constructive feedback to your classmates.

• ALWAYS be researching and looking for inspiration, not just when it is assigned by   
a professor.

• Immerse yourself in good design. Follow good designers on social media. Read industry

publications. Playing video games and sleeping-in will not make you a better designer.

**CONTENT OUTLINE**

A. Review of typography as a critical element of design (1, 2)

font selection

font pairing

style

size

case

placement

B. Layout and hierarchy (2)

headline

sub-headlines

body copy

captions

style sheets

C. Spatial relationships (3)

leading

kerning

tracking

H&Js

glyph scaling

D. Image acquisition and placement (2,3,4)

placement

overlapping

type and image

E. Grid systems (1,2,3,4,7)

margins

column grids

hang lines

modular grids

breaking the grid

F. Designing in spreads/managing & distributing content. (1,2,3,4)

eyelines

white space

G. Type and color. (4,6)

color and readability

color and mood

color and production

H. Basic pre-press and printing techniques for best production practices. (5,6,7)

printing with bleed

printing multi-sided and multi-page documents

pagination

reader spreads vs. printer spreads

print booklet

simple saddle stitch

**JWU NOTICE AND CONSENT RELATED TO CLASS RECORDINGS**

This is a Notice and Consent Related to Class Recordings at Johnson & Wales University (JWU). a. Any synchronous class any student takes remotely shall be conducted via Zoom or another similar platform and will use software to record synchronous classes. b. The recording feature for others is disabled so that no one else will be able to record the class. Students may not record—whether via audio, video, photograph, screen capture, screenshot or otherwise—any class or share any recording or URL of a recording with anyone else. Doing so would violate the Student Code of Conduct and could lead to disciplinary action, up to and including suspension and expulsion. c. Each student’s participation in synchronous classes may be audio and video recorded unless the student disables the student’s video camera and/or mutes the student’s microphone. If a student does not wish to be videotaped, the student must disable the student’s video camera, and if a student does not wish to be audiotaped, the student must mute the student’s microphone. Absent good reason, each Faculty (defined to include any faculty or any other instructor teaching or otherwise presenting class material) will allow each student to do so. d. If any student would like to ask a question, the student may do so privately through the software chat feature by addressing the chat question only to the Faculty (and not to “everyone”), or the student may contact the Faculty by another private method. If students have questions or concerns about this, they shall contact the applicable Faculty member. e. Each student’s name may be displayed on the recording and heard audibly if Faculty takes roll, asks the student a question, or the student asks the Faculty a question. Students who prefer to participate under a pseudonym may do so; if a student chooses that option, all communications with the student, including offline communications, will use the pseudonym to avoid confusion (to the extent reasonably possible). Students should communicate with appropriate Faculty about this. f. On-ground classes may be recorded as well. g. Class recordings will be posted on uLearn and any other platform the university deems reasonably necessary. They will be made available only to Faculty and students enrolled in the class or others at the university with a legitimate educational purpose. h. By enrolling in the university and participating in the class, each student acknowledges and agrees to the terms of this Notice and Consent Related to   
Class Recordings.