

PROJECT DESCRIPTION: Designing the back- and front cover and inside pages for Bret Easton Ellis'

AMERICAN PSYCHO

AIMS:

Discovering typography and exploring it, by following a step-by-step process of complexities. Being able to make clear choices and visualizing the process as a final presentation in a book.

Learning to work with InDesign primarily in combination with other Adobe software programs. At the end of the course the student should be able to work with the software and has gained basic knowledge about (the use of) typography, being able to set up a grid, make perfect column setting, understand visual editing and the esthetics of typography.

CONTENT:

American Psycho is a 1991 novel by Bret Easton Ellis. It is a first-person narrative of the life of a wealthy young Manhattanite and self-proclaimed serial killer. The graphic violence and sexual content was widely commented upon at the novel's release. Set in Manhattan in the late 1980s, *American Psycho* spans roughly two years of the life of wealthy young investment banker Patrick Bateman. Bateman, 26 years old when the story begins, narrates his serial-killer antics; though the reliability is intentionally ambiguous, particularly toward the book's end. *wikipedia*

CLASS DESCRIPTION:

8 assignments will be handed out (and a few exercises), from simple to more and more complex levels. The student will make 10 designs every week. Tuesdays are used for class reviews, practical exercises on software and information on book typography. Two sessions on 'book-binding' will be included in this class.

PRESENTATION:

During crits students will put up 5 of their 10 designs on the wall before the beginning of class (before 9pm), in 2 rows of 5 designs on tabloid format (landscape), 1" in between each sheets. Work must be clean and shown in a presentable manner. An InDesign format with student name + assignment-# will be handed out. All sketches need to be 'saved' as digital files, print-outs need to be kept and filed showing the process.

FINAL PROJECT:

The student will present a selection of all the work created, compiled and hand-bound in the form of a book.

THEORY:

- **Getting it right with type** by Victoria Squire
- **Thinking with type** by Ellen Lupton + <http://www.thinkingwithtype.com>
- **Stop stealing sheep & find out how type works** by Erik Spiekermann
- **The Mac is not a typewriter** by Robin Williams

TYPEFACE(s) USED: **times new roman**
TIMES NEW ROMAN

times new roman bold
TIMES NEW ROMAN BOLD

times new roman italic
TIMES NEW ROMAN ITALIC

times new roman bold italic
TIMES NEW ROMAN BOLD ITALIC

cover text: only front cover text will be used during assignment #1 to #5

American Psycho

A Novel by Bret Easton Ellis

Vintage Contemporaries

Vintage Books a division of Random House, Inc.

New York ISBN 0-679-73577-1

I live in the American Gardens Building on W. 81st Street on the 11th floor. My name is Patrick Bateman. I'm 27 years old. I believe in taking care of myself and a balanced diet and rigorous exercise routine. In the morning if my face is a little puffy I'll put on an ice pack while doing stomach crunches. I can do 1000 now. After I remove the ice pack I use a deep pore cleanser lotion. In the shower I use a water activated gel cleanser, then a honey almond body scrub, and on the face an exfoliating gel scrub. Then I apply an herb-mint facial mask which I leave on for 10 minutes while I prepare the rest of my routine. I always use an after shave lotion with little or no alcohol, because alcohol dries your face out and makes you look older. Then moisturizer, then an anti-aging eye balm followed by a final moisturizing protective lotion.

spine text: to be included during assignment #6

American Psycho

Brett Easton Ellis

vintage (+ logo)

back cover text: to be included during assignment #6

fiction

Patrick bateman is handsome, well educated, intelligent. He works by day on Wall street, earning a fortune to complement the one he was born with. His nights he spends in ways we cannot begin to fathom. He is twenty-six years old and living his own American Dream.

"Bret Easton Ellis is a very, very good writer [and] *American Psycho* is a beautifully controlled, careful, important novel... The novelist's function is to keep a running tag on the progress of the culture; and he's done it brilliantly... A seminal book." –Fay Weldon, *The Washington Post*

"A masterful satire and a ferocious, hilarious, ambitious, inspiring piece of writing, which has large elements of Jane Austen at her vitriolic best. An important book." –Katherine Dunn

"A great novel. What Emerson said about genius, that it's the return of one's rejected thoughts with an alienated majesty, holds true for *American Psycho*... There is a fever to the life of this book that is, unknown in American literature." –Michael Tolkin

"The first novel to come along in years that takes on deep and Dostoyevskian themes... [Ellis] is showing older authors where the hands have come to on the clock." –Norman Mailer, *Vanity Fair*

ASSIGNMENT DESCRIPTIONS AND PARAMETERS:

#1: COMPOSITION + SPACE:

Design 10 different front covers for the book with the following parameters:

using * Times New Roman / Times regular
* 9 point size only
[type in black on white]

Typeface and size are set, make sure you **bring order** in book title, author name, publishing house + ISBN number, and intro. Things to play with are COMPOSITION / LEADING / LETTER SPACING etc.

#2: COMPOSITION + SPACE + LETTERSIZES:

Design 10 different front covers for the book with the following parameters:

using * Times New Roman / Times regular
* any single point size per design i.e. one design uses 22pt. another 6pt
[type in black on white]

Typeface and a size per design are by choice, make sure you bring order in book title, author name, publishing house + ISBN number, and intro. Things to play with are COMPOSITION LEADING / LETTERSPACING etc. You will need to explore the total space of your book cover. At what point will all your copy still fit? How small can you go and still make legible type?

#3: DIFFERENCES IN LIGHT + BOLD TYPE:

Design 10 different front covers for the book with the following parameters:

using * Times New Roman + **Times New Roman bold** / Times regular + **Times bold**
* any single point size per design i.e. one design uses 14pt. another 6pt
[type in black on white]

Typeface and a size per design are set, make sure you bring order in book title, author name, publishing house + ISBN number, and intro. Things to play with are CONTRAST / COMPOSITION / LEADING / LETTERSPACING / BOLD + REGULAR TYPE etc.

Look at the exercises done at #2 and enhance those by adding the bold type somewhere.

ASSIGNMENT DESCRIPTIONS AND PARAMETERS:

#4: REGULAR + BOLD + ITALIC:

Design 10 different front covers for the book with the following parameters:

using * Times New Roman + **Times New Roman bold** +
Times New Roman italic + ***Times New Roman bold italic*** /
Times regular + **Times bold** + *Times italic* + ***Times bold italic***
* any single point size per design i.e. one design uses 14pt. another 6pt
[type in black on white]

Typeface and a size per design are set, make sure you bring order in book title, author name, publishing house + ISBN number, and intro. Things to play with are LEADING / LETTER SPACING / BOLD + LIGHT + ITALIC TYPE etc. Look at the exercises done at #3 and enhance those by using the three different font variations.

#5: TYPESIZE COMBINATIONS:

Design 10 different front back covers for the book with the following parameters:

using * Times New Roman / Times family using three different ones.
* any point size combination
[type in black on white]

Typeface and a size per design are set, make sure you bring order in book title, author name, publishing house + ISBN number, and intro. Things to play with are SIZE / LEADING / LETTER SPACING / BOLD + LIGHT + ITALIC TYPE etc. Look at the exercises done earlier and enhance those by using size combinations.

#6: RULES + BLOCKS:

Design 10 different spine, back + front covers for the book with the following parameters:

using * Times New Roman / Times family
* any point size combination
* introduce the following elements: rules and solid blocks of black
4 designs with rules only
4 designs with blocks of black and reversed type
2 designs with both rules and blocks

Look at the exercises done in earlier assignments and play with rules and blocks and reversed type.

ASSIGNMENT DESCRIPTIONS AND PARAMETERS:

#7: using 1 SPOT COLOR:

Design 10 different spine, back + front covers for the book with the following parameters:

- using
- * Times New Roman / Times family
 - * any point sizes
 - * use of rulers and blocks by choice
 - * add one color to the mix, can use all values of new color and black

Look at the exercises done in earlier assignments and play with use of an extra spot color.

#8: ADDING full color + PHOTOGRAPHIC IMAGES:

Design 10 different spine, back + front covers for the book with the following parameters:

- using
- using * Times New Roman / Times family
 - * any point sizes
 - * use of rulers and blocks by choice
 - * add full color to the mix, can use all values of colors and black
 - * make 5 designs with typography + image(s)
 - * make 5 designs with illustrative typography

Look at the exercises done in earlier assignments and play with all elements.

DESIGN A BOOK: Choose format, make a grid etc. Make a selection of 5 designs in every category (5 x 8 = 40 designs), design chapter dividers for each chapter describing the parameters as mentioned in the assignments. Design a cover. Use your intro-text 'describing when you read American Psycho for the first time' and design an introduction page. Other necessary pages to add will follow. Bind your book, present it in the most elegant way possible!

Good luck with it all and have great fun with it! whl

thursday	september	27	<i>introduction / research / work method</i>
tuesday	october	02	content + research / <u>Indesign instruction 1</u> / class work assignment #1
thursday	october	04	class work assignment #2
tuesday	october	09	crit a.#1 + #2 wall / class work assignment #3
thursday	october	11	<u>Indesign instruction 2</u> / class work assignment #4
tuesday	october	16	crit a.#3 + #4 individual /
thursday	october	18	<u>Indesign instruction 3</u> / class work assignment #5
tuesday	october	23	crit a.#5 wall / <i>intro editing exercise</i>
thursday	october	25	the business card scene exercise
tuesday	october	30	crit BC exercise wall
thursday	november	01	class work assignment #6
tuesday	november	06	crit a.#6 individual
thursday	november	08	Indesign instruction / class work assignment #7
tuesday	november	13	crit a.#7 individual
thursday	november	15	class work assignment #8
tuesday	november	20	crit a.#8 wall
thursday	november	22	thanksgiving day
tuesday	november	27	book binding / class work presentation book assignment
thursday	november	29	book binding / class work presentation book assignment
tuesday	december	04	chapter dividers and cover + binding
thursday	december	06	presentation

tuesdays are used for crits, individual one-on-one meetings and wall crits.

thursdays are used for introducing a new assignment and giving necessary instructions students start working in class then have weekend to finish presentation for tuesday.

GENERAL CLASS RULES:

ATTENDENCE:

Classes will start at 2pm 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:

Turn off cellphones during introductions / lectures / guest speakers / class meetings
No food in class, drinks are o.k. No checking personal e-mails during 'talks'.
Ask questions, make comments, contribute to reviews! Learn from your peers, this is team-effort!
Presentations need clean and precise print-outs and a good and loud verbal presentation.

IF YOU FEEL THE COURSE IS NOT GOING WELL OR YOU COME ACROSS OTHER PROBLEMS PLEASE COMMUNICATE THIS WITH YOUR T.A. OR PROFESSOR a.s.a.p.

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