

INTEGRATED PRODUCTION TECHNIQUES

Professor Brizida Ahrnsbrak

bahrnsbr@msudenver.edu

Subject to Change! This schedule is a tentative outline of how the course assignments will progress through the first half semester. Always refer to current project hand outs for updated information at: <http://cdes3225.herokuapp.com/>

08.20 _ **Week 01 {Tue}**

Discussion of course objectives

Semester Project Discussion:

Social Innovation Tool Kit (*see creative brief*)

Assignment:

Research “kits” and bring to class examples of multi-component packaging. Start to ideate potential projects for semester investigation. Purchase text book.

{Thu}

Discuss research and InDesign Class Exercise

Lecture Topic:

InDesign File Set Up :

Assignment:

Students are to design a personal business cards and set up file for press.

08.27 _ **Week 02 {Tue}**

Review Social Innovation Kit research. Hand in personal creative brief for

Assignment:

project. Customize your brief to reflect the specific nature of your personal project. Bring to class 15 different concept visualizations and material samples to present. (Read ahead, see below)
Read: pages 06-24

{Thu}

Discuss briefs and project development

Lecture Topic:

Hand in business card exercise, in class presentation and critique.

Assignment:

Print in the 21st Century (pages 06-24): History lecture (LA)

Start gathering kit components. Bring to class custom or found packages that serve as containers for this kit (deconstructed). Show how kit functions as unit. (Read: pages 26-59)

09.03 _ **Week 03 {Tue}**

Social Innovation Kit

Gather kit components (the five internal items/artifacts). Bring to class custom or found packages that serve as external containers for this kit (deconstruct them to show how the design was reproduced as a flat piece). Show how kit functions as unit (inside-to-outside container relationships)

{Thu}

Critique of kit-to-date! Emphasis on function of parts and packaging scenarios.

Lecture Topic:

Origination and Presspress (pages 26-59): File prep + program use discussion (AH)

Assignment:

Brand + begin process of writing the narrative parts of this project. Explore package dies.

Demo:

setting up dielines and packaging templates in AI or IND.

INTEGRATED PRODUCTION TECHNIQUES

09.10 _ **Week 04 {Tue}** Review and hand in visual brand scenarios and written narratives. Review files.

Assignment: Read: pages 60–83

Demo: setting up dielines and packaging templates in AI or InD (part 2)

{Thu} **Work Time:** Packaging dies and project content development

Lecture Topic: *Proofing and Platemaking (pages 60–83): How-to-Proof (LA)*

Assignment: Forthcoming

Finish mock-ups of Print Publication for critique next week. Procure bookbinding kit.

09.17 _ **Week 05 {Tue}** External vs Internal packaging/labeling scenarios

Assignments: Design items above from systems perspective. Read: pages 84–113

{Thu} **Review of design and then also review of digital setups thus far**

Lecture Topic: *Printing Processes (pages 84–113): + Grids and their function (AH)*

Assignments: Address critique concerns, finish final version for next class.

09.24 _ **Week 06 {Tue}** Critique: Project packaging to date!!

Assignments: Read: pages 114–139; Specification team assignment (in class 9.26.12)

Demo: Spot color printing, trapping, color separations. Specification development.

Thu} **Work Time:** label designs and dies

Lecture Topic: *Paper and Ink (pages 114–1139) : Paper/media/ink considerations (LA)*

Assignments: Finalize all packaging scenarios both external and internal—Artwork and digital files due:

10.01_ **Week 07 {Tue}** Introduce booklet assignment + purchasing requirements for course (type/ image)

Create content for booklet and start ideating formats. Read: pages 140–157

{Thu} **Work Time:** Content creation and format exploration.

Lecture Topic: *Finishing (pages 140–157): The end process (AH)*

Assignments: Generate a draft of booklet as a functional comp for next class.

10.08 _ **Week 08 {Tue}** Booklet Critique!!: Review binding options, sizes and how design fits concept

Assignments: Focus on book pagination and layout generation. Read: pages 158–183

INTEGRATED PRODUCTION TECHNIQUES

	{Thu}	Work Time: Digital comps of book for 4-color reproduction
	Lecture Topic:	<i>Working with the printer (pages 158-183): Vendor negotiations (LA)</i>
	Assignments:	Finalize book and packaging items for midterm critiques/individual meetings
<hr/>		
10.08 _	Week 08 {Tue}	Booklet Critique!!: Review binding options, sizes and how design fits concept
	Assignments:	Focus on book pagination and layout generation. Read: pages 158-183
	{Thu}	Work Time: Digital comps of book for 4-color reproduction
	Lecture Topic:	<i>Working with the printer (pages 158-183): Vendor negotiations (LA)</i>
	Assignments:	Finalize book and packaging items for midterm critiques/individual meetings
<hr/>		
10.15 _	Week 09 {Tue}	Individual Midterm Reviews: See midterm handout
	Assignment:	Work Time: Book design / production
	{Thu}	Individual Midterm Reviews: See midterm handout
	Assignment:	Work Time: Book design / production
<hr/>		
10.22 _	Week 10 {Tue}	Introduce Cross Platform Promotional Assignment (technical considerations)
	Assignments:	Identify appropriate publication and website for ad space; Discuss color accurate proofs (final)
	{Thu}	Work Time: Design print ad based on specification for publication
	Assignments:	Complete draft of print ad and web banner ad for digital hand in 10.29.12
<hr/>		
10.29 _	Week 11 {Tue}	Introduce Website / App Design Assignment (technical considerations)
	Assignment:	Conduct research and be prepared to develop with existing content pages of each site
	{Thu}	Work Time: Website / App Development; Check in on final package items
	Assignment:	Work in class to develop the requirements of the 4 page site or app; Prepare for the final package assignment due on 11.05.12
<hr/>		
11.05 _	Week 12 {Tue}	Social Innovation Kit Due = FINAL for this Phase
		Includes: external / internal package, 5 items and book + all related files.
		See handout for detailed specifics

INTEGRATED PRODUCTION TECHNIQUES

	{Thu}	Demo: Designing for Web
	Assignment:	Work in class to develop the requirements of the 4 page site or app: wire frame, sitemap, etc
<hr/>		
11.12_	Week 13 {Tue}	Website / App Development — in studio development
	
	{Thu}	Guest Speakers: TBD
	Assignment:	Refine website / app designs and continuing developing the design and production requirements for this project phase
<hr/>		
11.19 _	Week 14 {Tue/Thu}	No Class: Fall Break
<hr/>		
11.26 _	Week 15 {Tue}	Demo: Production for Web
	Assignment:	Work in class on further refinements to your content, presentation and site behaviors
	
	{Thu}	Website / App Development — in studio development
	Assignment:	Finalize all artwork for this phase of assignment; Prepare for final exam
<hr/>		
12.03 _	Last Week of Class	Final Critique of All Semester Design and Production Items
	{Tue}	See posted handout for specifications on what is due: cross promotional advertisements for both web and print, website or app design (4 pages) plus 1 specialty item produced (this is for extra credit)
	
	{Thu}	Final Exam
<hr/>		
12.10 _	Finals Week {Tue}	Final Class Meeting Monday, Dec 10, 2012:
		Critique Debriefing, Grade Sheet Handbacks, Packages Returned
		(Required Attendance)
<hr/>		
		Critique Debriefing, Grade Sheet Handbacks, Packages Returned
		(Required Attendance)
<hr/>		

INTEGRATED PRODUCTION TECHNIQUES

Evaluation

Grade distribution (subject to change: items changed are shown in magenta below):

Social Innovation Tool Kit:

- 1) Research and brand development = 5%
 - 2) External container (design + production value) = 15%
 - 3) Internal product development (design + production value) = 15%
 - 4) Multi-page book (design + production value) = 15%
 - 5) Web + print promotions (design + production value) = 15%
 - 6) Website / app design (design + production value) = 15%
 - 7) *Specialty item (design + production value) = extra credit (+5%)*
- **Midterm Review = 5%**
 - **Final exam = 15%**