

semester hours: 3 credits

clock hours: 4

1 hour lecture / 3 hours studio

days: Wednesday

time: 10:30am–2:20pm

*Please ask if you have any questions  
or problems understanding the material.  
I will be happy to assist you.*

**PAIER COLLEGE OF ART**

*Fall Semester 2015*

**Art Direction I • course: GD411 / section: 064**

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INSTRUCTOR—CONTACT:

Tammy Vaz / email: vazclass@yahoo.com

OFFICE HOURS:

*by appointment / I am also available after class on Wednesdays.*

COURSE DESCRIPTION:

Students will apply the Macintosh format to realistic job situations in which the Art Director as communicator and thinker is stressed. Product and People-Oriented advertising are emphasized. Students will evaluate and solve issues related to producing the final product.

LAB FEE & PREREQUISITE:

Lab fee required. Prerequisite: 3rd Year Graphic Design program.

COURSE OBJECTIVE:

The College yearbook is a realistic job situation. As creative graphic designers using contemporary graphic design tools, working under realistic deadlines you will design and produce the college yearbook.

TOPICAL OUTLINE:

To understand the problems working as a team to produce the 2016 Paier College yearbook.

1. Design and layout the basic template for the yearbook.
2. Organize and shoot all photos and select fonts and colors.
3. Set all pages to pre-press standards.
4. Review and correct all proofs.
5. Coordinate and arrange with the printer using the printer specs.

ATTENDANCE:

Class attendance is mandatory! Class absences without legitimate excuses will affect your final grade.

*(For more information on attendance, consult the student handbook.)*

TEXTBOOKS AND SUPPLIES:

- Macintosh laptop
- Flash Drive
- Pen or Pencil and notebook

COURSE MATERIALS:

School and individual cameras. An external hard drive back-up.

ACADEMIC EXPECTATIONS:

The completed yearbook becomes the standard for judging the final class output as a well designed professionally printed piece. There can be no make-up or extended time with this class. Any extra efforts will become part of the yearbook.

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## GRADING

### EVALUATION AND GRADING CRITERIA:

Your final grade will be determined by a combination of yearbook input and class attendance and participation.

There are no tests and no final exam. Each student will be evaluated on how well their specific input was with their designated area of the 2016 Paier College yearbook. You will have past yearbooks as a standard for evaluation.

### INDIVIDUAL EXPECTATIONS:

This semester we need everyone to carry their load. If you are not completing creative work, you should be doing production work. If everyone isn't working on some area of production, we could miss the final printing deadline, and not get the yearbook out on time (before graduation).

### MAKE-UP:

There is no make-up policy for either Art Direction I or Art Direction II because it is driven by deadlines and by the production of the final book. Missed deadlines affect the quality of your yearbook.

The problem is to be able to put it all together on time. Don't let it slide. New ideas are great. Keep working at a steady pace, and we will have an excellent yearbook. Year by year we have impressed people with the quality of the yearbook. It's in your hands now!

## ATTENDANCE, LATENESS AND MAKE-UP POLICIES

Class attendance is mandatory! Class absences without legitimate excuses will affect your final grade.

Attendance is taken in every class. Three excused absences are allowed in a three-semester hour class. Three unexcused absences will affect your grade. Three accumulated lateness per semester will count as one absence. I stress to you that class starts at 10:30am. Students leaving class early will result in being marked tardy or absent by the instructor. Also, the class is not over until the semester ends, not when the yearbook is printed.

Any slackness cannot be tolerated because of printing deadlines for the yearbook. If you shirk your duties and are not productive, you are not only letting the senior class down, but you will help bring about compromises which could affect the quality of your yearbook. Work well and be part of your yearbook.

The graduate, faculty and staff pictures will have to look good. We will need layout and placement for their pages. We have to nail down all the commercial ads, get the candid photos together, and lay all the pages out carefully. When the yearbook is ready to go to the printer, it need proofing. If we fall behind you may all be asked to spend some time on at least one of those final weekends. Be prepared to put time in so we can get the completed yearbook to the printer this spring. The knowledge you gain from this experience could help you greatly in the graphic design field in your future.

*(For more information on attendance, consult the student handbook.)*

## BIBLIOGRAPHY

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Bringhurst, Robert: *The Elements of Typographic Style*

Burns, Aaron: *Typography*

Cardamone, Tom: *How to Buy & Spec Type*

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Craig, James: *Designing with Type*

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Elam, Kimberly: *Expressive Typography*

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