

Design for Publication

BA (Hons) / MDes Graphic Design

Module Handbook Level 4



Design for Publication

Module Code: M4X02135

Module Credits: 20

Semester: 2

Module Coordinator: Gavin Kirby

Teaching Staff: Gavin Kirby

Module Start Date: 8th January 2019

Teaching Sessions: Tuesday 1pm to 5pm: Room AC404

Module Duration: 15 weeks

Assessment Deadline: 3pm on 7th May 2019: Room AC404

Rationale

This module builds upon the skills and knowledge that you have developed during your first semester of study with us. Now you need to show that you can adapt your skills to designing over multiple page documents. There is far more to editorial design than putting content onto a page.

Project planning and document organisation are highly sought after skills that employers will be looking for. This can be demonstrated across a series of designs, like a collection of books or in a single magazine publication.

You will also be shown how to work smarter by utilising master pages and style sheets to control your designs across multiple pages.

The focus of this module is layout design and typography. These are the core skills that you will need to develop and use in virtually all projects from now on both here at university and into your design career.

Module Aims

Much of graphic design is done in the publishing industry. The module aims to introduce the student to the planning and production of designs for use within the industry.

Learning Outcomes

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

1. Plan out and time-manage (relatively) complex projects.
2. Design, manipulate and prepare file types suitable for inclusion in publishing projects.
3. Demonstrate an ability to produce working and usable designs
4. Demonstrate the ability to adapt designs across different formats

Indicative Content

- Project management
- Preparation work
- Page planning
- Grids
- CMYK image files
- Image formats
- Scanning
- Master pages

- Style sheeting
- Type hierarchy

Assessment Criteria

Coursework: Assessment Component 1 – 100%
Portfolio of work - This portfolio comprises of a body of work from projects set by staff. The module starts with an intensive series of workshops designed to bring all the students up to standard of competence with current software and basic design and typography skills. Those skills are then applied to a project which requires communication across a range of print media.

Formative Assessment

Formative assessment gives you feedback on the progress you are making during the module. It can indicate recommended action midway. It may include group critiques and an indicative mark.

Summative Assessment

Summative assessment finalises what you have achieved at the end of the module by way of a final module percentage mark.

Assessment Strategy

Your assessment is broken down into the following areas. A short description has been included for each area to show what will be considered within each section.

All assessment areas indicated carry a weighting % to be calculated into the final module mark.

Engagement with Literature Skills (10%)

What/who has influenced your work. Your research may range from text based resources such as books, magazines, websites to visual imagery and the development of practical processes. As this is a practical module the emphasis will be on the range and quality of research and not your referencing abilities. However, indication and credit should be given to design content that you have used that is not of your own creation. Also be sure to identify content that is of your own creation. (Content will usually consist of texts, images, photographs, illustrations, and graphic elements etc).

Knowledge and Understanding Skills (30%)

Your knowledge and understanding of the core Graphic Design skills. Such as, Typography,

layout design, use of colour, hierarchy of information, development of ideas and how these have been applied to your project work.

Cognitive and Intellectual Skills (20%)

The appropriateness of the design solution. Have a clear understanding of the basic design process by following these key stages:
What is the message that needs to be communicated, what are you trying to say?

Who is the target audience for the information, who are you saying it to?
How is the information to be communicated?
Evaluate: Has the design brief been answered?
Are amendments/redesigns required?

Practical Skills (30%)

The use of professional design applications, processes and technologies to produce your project work. To complete your project work you may need to use several software applications, processes and technologies. Considerations should also be given to the method of the final outcome and the manner in which your work is to be presented.

Transferable Skills for Life and Professional Practice (10%)

Guidance specific to this assessment: Personal time management and project management. That you are prepared to engage in the class room environment and that you are ready to learn. That you are able to show evidence of self directed study beyond the time tabled sessions of the module.

Submission Information

Details of what is required for the submission of work for this module will be outlined in detail in the module design brief/briefs.

Late submission penalties must be applied to work that is not submitted by the published deadline. Work submitted up to 1 week late: maximum mark of 40% for first attempts; 0% for re-assessment

Late submission penalties may be lifted only with the approval of the Extenuating Circumstances Panel.

Work cannot be accepted more than 1 week after the submission deadline.

Stem

Bike Park Wales

We've traveled to the newly opened Bike Park Wales to test the trails
p12

Interview: Liam Newman

Liam Newman helps us understand what it takes to get the best shot
p17

Oranage: Review

The longly awaited Patriot 66 is with us, we put it to the test
p20

Red Bull Rampage

The craziest MTB event of 2014. We show you the highlights.
p24



Weekly Schedule

Week 0	8th January	Introduction to Design for Publication. Issue Magazine Brief.
Week 1	21st - 25th January	DESIGN WEEK
Week 2	29th January	Layout Design and Type Setting. Adobe Indesign.
Week 3	5th February	Layout Design and Type Setting. Adobe Indesign.
Week 4	12th February	Layout Design and Type Setting. Adobe Indesign.
Week 5	19th February	Interim deadline for planning. Layout Design and Type Setting. Adobe Indesign. Virtually all content should be gathered by this point.
Week 6	26th February	Project work. Adobe Indesign / Illustrator / Photoshop.
Week 7	5th March	Project work. Adobe Indesign / Illustrator / Photoshop.
Week 8	12th March	Project work. Adobe Indesign / Illustrator / Photoshop.
Week 9	19th March	Project work. Adobe Indesign / Illustrator / Photoshop.
Week 10	26th March	Project work. Adobe Indesign / Illustrator / Photoshop.
Week 11	2nd April	Project work. Adobe Indesign / Illustrator / Photoshop.
Easter Break		
Week 12	30th April	Project work. Adobe Indesign / Illustrator / Photoshop. ADVISED PRINT DEADLINE.
Week 13	7th May	3pm Deadline for Magazine Project. Formative Assessment point.
	By 4th June	Assessment Feedback. One to One Feedback session dates and times TBC.

Attendance Policy

All students are required to attend all scheduled classes and tutorials and Faculties will record individual academic attendance on a weekly basis.

Contact points will be specified for each programme, taking into account the structure of the programme and the scheduled timetable. Disciplinary action will be taken for any sustained periods of unauthorised absence. Students who have a legitimate reason for unexpected absences (including the instance of illness or injury) must provide evidence to their Tutor, London Student Services or Faculty Office, as appropriate, immediately following their return, to ensure that it is noted as authorised leave.

Wherever possible, students should request permission through their Tutors, London Student Services or Faculty Office in advance of any absence, completing the appropriate forms to explain the circumstances that require this. Although short authorised absences are not normally counted against the student, these are taken into consideration in the annual review of each student's cumulative attendance (see below). Confirmation of authorised absence will be lodged on each student's record.

If a student does not provide any reasonable justification for periods of unauthorised absence, fails to respond to initial and/or final Attendance Warning Letters, and/or the required actions agreed at meetings with academic staff, and does not improve their attendance record, the Faculty will ask the Registry to withdraw the student.

Each student's cumulative attendance (%) will be reviewed during and at the end of each academic Term. The required level of attendance will be defined by the Faculty/campus taking into account the level of study, structure of the programme, and scheduled timetable. Initial and Final Warning letters will be issued for low levels of attendance to advise her/him that attendance is below the level expected by the University and that, if poor attendance continues, this may lead to the individual being withdrawn from the programme. Very low levels of attendance for an academic Term will lead to immediate withdrawal.

Unfair Practice and Plagiarism

Plagiarism is passing off, or attempting to pass off, another's work as your own. It includes copying the words, ideas, images or research results of another without acknowledgement, whether those words etc. are published or unpublished. It is plagiarism, for example, to copy the work of another student, or a member of staff or a published article without crediting the author. The guidance that follows explains what is meant by plagiarism, describes the University's regulations for dealing with it, and provides help in avoiding it.

More information on plagiarism is available in the University Regulations: Student Guide (<http://www.uwtsd.ac.uk/academic-office/university-regulations-student-guide>).

How to avoid plagiarism

The easiest way to avoid plagiarism is to have a good dialogue with your academic staff. This is done by regularly attending classes and discussing the progression and development of your work.

The golden rule is; 'if in doubt, provide references'. Consult your tutors if you have any problems, in particular with the method of citing books and articles, which may differ from subject to subject. There are no penalties for asking for advice and guidance; there are severe penalties for plagiarism!

More information on how to avoid plagiarism is available in the University Regulations: Student Guide (<http://www.uwtsd.ac.uk/academic-office/university-regulations-student-guide>).

Extenuating Circumstances

A student who believes that his/her performance in or ability to complete an assessment has been adversely affected by extenuating circumstances may request that those circumstances are taken into account by the University when determining the outcome of the assessment. Requests for consideration of extenuating circumstances are considered by a cross-University Extenuating Circumstances Panel.

For the purposes of this regulation, extenuating circumstances refer to immobilising ill health at the time of assessment, bereavement of a close relative or friend shortly before assessment, or other similarly profound experience or difficulty that is outside the control of the student. In respect of students in employment,

significant pressures from employers may also be considered as extenuating circumstances, where it can be demonstrated that these have been substantially greater than normal at the time of assessment.

More information on how Extenuating Circumstances is available on the University website (<http://www.uwtsd.ac.uk/academic-office/procedures-for-academic-appeals-complaints-and-other-student-cases>).

Bibliography

Essential

- Caldwell, C. & Zappaterra, Y. (2014). Editorial Design: Digital and Print Laurence King;
- Elam, Kimberly (2014). Grid Systems: Principles of Organizing Type, Princeton Architectural Press;
- Elam, K. (2007). Typographic Systems, Princeton Press
- Fawcett-Tang, R. & Roberts, C. (2004). New Book Design. London: Lawrence King
- Jeremy, L. (2000). Issues: New Magazine Design. London: Lawrence King, 2000

Recommended

- Evamy, Michael (2003). World without Words. London: Lawrence King
- Ericson, Eric and Johan, Phil (2002). Design for Impact. London: Lawrence King,
- Hochlieli, J. (1996). Designing Books: Practical & Theory Reading: Hyphen Press,
- Hyland, A (2000). Pen & Mouse: Commercial Art and Digital Illustration New York: Watson-Guptill Publications
- Moser, Horst (2003). The Art Directors' Handbook of Professional Magazine Design. London: Thames & Hudson, 2003
- Muller-Brockmann, Joseph (1996) . Grid Systems in Graphic Design. Arthur Niggli,
- Samara, Timothy (2005) . Making and Breaking the Grid: A Graphic Design layout workshop. Rockport
- Spiekermann, Erik, and Ginger, E.M. (2003). Stop Stealing Sheep and find out how Type Works – 2nd edition. Berkley CA: Adobe Systems Inc., Peachpit Press
- Vienne, Veronique (2003). Chip Kidd. London: Lawrence King,
- White, Alexander, W. (2002). The Elements of Graphic Design. Allworth Press

Journals

Creative Review
Graphis
Design Week
Baseline
Eye

Websites

In addition specialist area tutors will suggest further reading in Journals and Websites as applicable to project work.



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Swansea Marina

SAIL

Abi Lewis

Abi's pocket mirrors utilise details of her source photography. After a broad range of visual experiments, Abi focussed on these images of vintage metal and enamel signs, and amusement arcade graphics. They gently suggest badges or buttons from a bygone era, whilst the mirror is a perfect medium - reflecting the natural elements and nautical atmosphere found in this lovely corner of Swansea. Appropriate too, as a reference to mirrors in their capacity as signalling devices at sea.

swansea
loves
letters



Abi Lewis