



ADD 282 • AD DESIGN SKILLS & PROCESSES

Tuesdays, 8:30 - 12:30

Toni Toland • tatoland@syr.edu or toni@tatoland.com •

<http://school.tatoland.com> • office hours: AIM or iChat tonitoland (all hours! I'm usually up by 5am and gone by 6pm. Leave a message if I'm "away" and I will respond asap.

TEXT (required): The Graphic Designer's Digital Toolkit / Allan B. Wood

GOALS & RULES

This semester you will be refining your skills with Quark XPress, Adobe Photoshop, and Adobe Illustrator with an emphasis on layout and typography. As Ad Design majors, a sensitivity to the voice type creates on a page, and the development of striking visuals that demonstrate the concept or strategy that drives print advertising is critical. Poor design can overshadow, and therefore ruin, a great concept.

The projects you will be working on this semester will strengthen your skills with the computer software you are already beginning to master, and include the development of imagery that enhances your print communication.

Other issues of particular concern include the use of spot color, image resolution, font management, paper, and printing techniques.

The goal for the semester is to develop solid work that demonstrates your digital and design skills as a portfolio that you can present with confidence to seek a summer internship (paid or unpaid) with a design firm or advertising agency. (If you want to receive credit for a summer internship, you will have to pay additional tuition.)

You may choose to work with iPods, a portable external hard drive, or on a laptop that you bring to class each week. (If you bring your laptop, please make sure it's "registered" with the university so you can access the internet while in class.) I will be collecting digital files in an effort to reinforce the industry practice(s) of including all image files, fonts, and layouts on disk for actual print production. Your work will also be due printed, mounted and flapped according to the class standard (mounting.pdf)

PLEASE NOTE: DO NOT USE THE SERVER TO STORE YOUR WORK IN PROGRESS. It is not stable or secure.

This semester you will be turning in your digital files using FTP (File Transfer Protocol). Please review this clip for the process. Make sure you turn in ALL associated files in a folder. That includes fonts! If your fonts are missing, your grade will suffer.

Depending on the nature of our work, we will either meet and work in one of the classrooms, or in the cluster. It is critical that you attend every class.

Classes will begin with a lecture or presentation each week, followed by hands-on, one-on-one activities, from exercises to working on finished comps. It is, therefore, important to be on time to each class so you won't miss any content. (As you know, I can talk a lot!)

There is a textbook this semester, and I've indicated the chapters you need to read below in the Assignments section. There will be random quizzes/tests throughout the semester based on the content of your readings. I may also assign a few "research" oriented projects that will require you to write a page or so, based on your findings.

Since the cluster is a Mac facility, it is best if you do your work on a Mac if at all possible.

Missing 3 or more classes will earn an "F" for the semester. Being sick counts as a missed class. Being more than 20 minutes late counts as a missed class. That means you have to get up early enough to catch a bus in time to arrive by 8:30!

As ever, late projects will be downgraded. Missing projects factor into your average as "F's" until they are turned in. There will be no option to re-do a project this semester. Since presentation techniques are integral to the work you do this semester, your adherence to and success with mounting, flapping, folding and so on will be factored into your project grades.

All assignments will be handed in digitally on a CD at the end of the semester so don't lose or toss anything! Remember to include all the fonts you've used in each project! You may hand in your digital portfolio any time up until Tuesday, May 9th, 12:00 noon. If I am not around, please leave your CD in my mailbox. Your CD MUST BE IN A PROTECTIVE CD CASE! Do not wrap it in paper! Do not hand it in without any protection! If you need a case, see me.

Based on the work you did last semester, and the effort you put into your projects, I anticipate a very successful and enjoyable spring... Let's do it!

ASSIGNMENTS

(all assignments are subject to change)

SU DIRECTORY COVER / DUE (printed & mounted) January 24

Rework the text for your cover in Quark XPress paying attention to margins, kerning and tracking, size, position, and alignment.

Print the cover (including your spine).

The final piece is due printed, mounted, and flapped for presentation at the beginning of class on January 24.

READ: Chapters 1 & 2 in Designer's Toolkit.

BILLBOARDS / DUE February 7

Great print ads can often make outstanding billboards and buscards (or they can be extremely annoying, like Mr. Huge Billy Fucillo). Design and produce two billboards for a cause or non-profit organization using Illustrator and/or Photoshop, and Quark XPress.

The final layout size is 16" wide by 7.135" high, due by the end of class on February 23. Use the template provided to present your layout (billboard.tif).

READ: Chapters 4, 5, & 6 in Designer's Toolkit

MUSIC FESTIVAL POSTER / DUE February 21 (printed and mounted)

This is a strictly Illustrator assignment. Do some snooping around on the web and find an interesting up-coming music festival. (I typed "2006 music festivals" in Google and got over 100 choices!) Design a poster that includes an image that illustrates the nature of the music/genre, along with text that includes the dates(s), time(s) and place. This is a "flat" color project, so only PMS colors and tints are acceptable - no halftones, no gradients, no transparencies, etc. You may use two colors (black counts as a color!).

The finished size for your poster is 12" X 18", due by the end of class on April 13th.

CAUSE/NON-PROFIT HOME PAGE / DUE March 21

Using the template provided, design an intro page for the client for whom you created the billboards. Include visual representation of the buttons/navigation system.

All artwork is to be created using Photoshop and/or Illustrator. The final layout is due as an InDesign file.

READ: Chapters 8, 11, & 12 in Designer's Toolkit

HEXIFLEXIGON / DUE April 4

This is a fun project that has not a lot to do with advertising design, but will provide additional practice with Illustrator as well as learning a wacky 3-D presentation format. Specific, step-by-step instructions will be handed out when we begin the assignment. (You're going to love it!)

Your final project is due in 3-D form by the end of class on April 4th. Plan ahead—it should be printed before class begins!

Also begin planning your final assignment (print ads).

PRINT ADS / DUE May 2

Select four of your best concepts from your ADD 241 and ADD 242 classes this year. Using Illustrator, Photoshop, and either InDesign or Quark XPress, create single page finished presentation comps. Each concept should have two separate layouts (the elements can be the same) for a total of 8. Any logos you use must be recreated in Illustrator. Images are to be developed in Illustrator and/or Photoshop. Resolution for any Photoshop files must be 150 ppi, and the image dimensions no smaller than 8.5" X 11" cropped (without any white space around the edges). All headlines, tag lines, and body copy is to be written (by you) and typed into each layout.

Key pieces for grading: typography for headline and text, image development and execution including image resolution/size, logo/graphics execution, and design.

These layouts are due in a single Quark XPress or InDesign file by the end of class on May 2nd, which is the last day of class.