**ART 342 Print Design** (3 credits) Tuesdays & Thursdays, 2:10–4:55 pm, 147 SLOAN

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Lock Haven University

**Project 3:** Publication Design

**Objectives**

To demonstrate facility with visual communication, creative ideation, hierarchy, basic grid layout and typography within the context of a multi-page publication design.

**Outcome**

You will create the masthead and overall grid for a magazine. In addition, you will design the cover, inside front cover (advertisement), table of contents, and one 4-page article, totaling 7 pages.

Steps:

**Research and Concept Development**

Look at other magazines as a reference. Develop a concept for a magazine that relates in some way to the idea of BLUE. This may be interpreted in a number of ways, both literal and conceptual.

**Content Development**

Write the following information:

-Magazine Name

-Magazine tagline

-Target demographic

-Overall vibe, look and feel

**Thumbnails:**

Sketch thumbnails of the layout. These can be small, and simple—they just need to successfully convey the concept you have in mind. Create thumbnails for each of the pages.

**Mockup**  
Create a physical dummy mockup of the magazine in order to evaluate user experience.

**Final Draft**

Select one final direction and create a refined pencil sketch of the cover design.

**Final Magazine**

Final magazine should be printed and stapled so that the pages can be turned.

Magazine aesthetic should reflect research and creative brief. Imagery should successfully represent the themes decided upon during the ideation phase.

Please note that whatever techniques you are using, you are expected to be able to show meaningful progress on your images during class time. Please plan accordingly.

Project 3 / Publication Design / Schedule

Thurs In class: Finish critiques and introduce Project 3, work on exercises.

10/26

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Tues Due: Magazine Concept & 100-word description, EX 01 and 02. Happy Halloween!

10/31 In class: Present concepts, Grids lecture, begin thumbnails and sketches

Thurs Due: Magazine thumbnails (all pages), cover sketch, cover lines, and dummy mockup

11/02 In class: PHOTO DAY! Bring final cereal boxes, and props/backdrops to photograph

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Tues Due: Magazine cover final sketches, masthead detailed sketches, Article content: 200 words

11/07 In class: work on magazine cover

Thurs Due: Cover; Feature spread sketches; Article content: headline, subhead, pull quote.

11/09 In class: Style Sheets lecture, Cover peer critique, work on feature spread and InDesign grid

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Tues Due: Final InDesign grid and style sheets, TOC Content (Includes pull-quote)

11/14 In class: Print techniques lecture / work on magazine

Thurs Due: Advertisement sketches

11/16 In class: work on Advertisement

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Tues Due: Significant progress!

11/21 In class: work on magazine

Thurs Thanksgiving Day / No Class

11/23

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Tues Due: Significant progress!  
11/28 In class: Peer feedback / work on magazines

Thurs Due: FINAL PRINTED MAGAZINE

11/30 In class: Written and oral critique