

Publication Design Project

Ed Fella and Louise Sandhaus

4 weeks

Pre-cursor: March 12

As a pre-cursor to the Publication Design Project, research publications – their design, content, their form, and how and where they emerge and live.

1. Research publications with content that you find of interest. Be prepared to describe and show examples of the kinds of content you would like to see in an ideal publication. (You might keep in mind the design office you just imagined for yourself.)
2. Research current and emerging forms of publishing in print, web, and other forms. Consider what a current and emerging publication might be and how it might live (how the content happen, where it lives, and how it gets distributed.
3. Be prepared to talk about your ideal publication – the content, the form, and distribution.

Week 1: March 15

1. Trace your influences. Whose part of your family now. Based on what you presented (and class discussion) trace your influences – what is already present in your work.. These can be formal influences, conceptual or tangential from other designers, practices, strategies – as well as from literature. Pinpoint the characteristics in these influences and tie them to your work.
2. Identify your interests. Who would you like to “breed” with? What’s missing from your work now that you want to investigate. Be specific. Tie them your work
3. Put together a digital slide presentation of these influences and interests. Make sure the show clearly communicates the connection to your work.

Week 2: March 22

Pinpoint DNA. Apply to content. Screen-based. No print

Week 3: April 5

Refine

Week 4: April 12

Final crit.