INNOVATIONS IN ARTS PUBLICATIONS/ARTS-UG1655

Spring 2012
The Gallatin School/New York University
Monday and Wednesday: 2-3:15, 715 Broadway, room 501
Lise Friedman; lef3@nyu.edu (the best way to reach me)
Office Location and Hours (by appointment): 1 Washington Place; Monday 11:30-1:45 and Thursday noon-4, room 429; Wednesday 11:30-1:45, room 405
Faulty Services: 212.998.7371
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Course Description: The ever-inventive world of arts publications encompasses a dazzling range of subjects, mediums, and materials: from ancient illuminated manuscripts, political manifestos, and one-of-a-kind artists’ books to handmade zines, high-end glossies, poster and print multiples, CD and DVD covers, and the infinitely reproducible pages of the internet. This workshop will introduce and explore many of these forms through guest lecturers, field trips to specialized collections and museums, directed readings, and hands-on work, which will culminate in final group and individual projects.

Required reading:

• A History of Illuminated Manuscripts (Phaidon), by Christopher de Hamel
• Writing for Visual Thinkers: A Guide for Artists and Designers, 2nd edition (Peachpit), Andrea Marks
• New Master's of Poster Design, Volume 2: Poster Design for the Next Century (Rockport), by John Foster

Course Goals: To gain, through active engagement in all facets of the course, a sense of the history, cultural impact, and potential of arts publications.

Assignment Overview: Your principal work in this class will revolve around the creation of hands-on projects. In addition, you will complete short responses to assigned readings and participate in discussions.

Attendance: Attendance is essential. More than two unexcused absences will cost one letter grade. Properly documented absences due to illness, family emergency, etc., will be excused. If you know that you will miss class due to illness or an emergency, make every effort to let me know ahead of time.

Grading standards: Factors taken into account to determine the final grade: attendance, completion of reading assignments, and effective participation in classroom discussions and individual and group projects.
If you find that you will not be able to complete the course work by the end of the semester, speak with me before the end of the semester.

Plagiarism: An unlikely occurrence, but one that must be addressed. If you are caught plagiarizing you will receive an automatic F.

About the syllabus: While I will make every attempt to follow the syllabus, small changes may occur as the semester progresses.

**Syllabus**

**Monday, January 23:**
- Introductions and areas of interest
- Overview of class content and general structure/expectations/presentation
- Assignment for next class: bring in 3 examples of what you consider to be arts publications

**Wednesday, January 25:**
- Share and discuss examples in small groups
- Assignment for next class: read Intro through Chapter 3, Illuminated Manuscripts and write a two-page response to the following questions. Imagine you are transported back in time, and the lucky recipient of an illuminated manuscript. It is an age before the internet, before television, film, the telephone, daily newspapers—and for most people, books of any kind. Try to forget you 21st-century self and imagine you are royalty or maybe a member of the hoi polloi. Either way, you are impressed by this gift. Would you view it as a text, a sacred object? Which of its many qualities would be paramount?

**Monday, January 30:**
- Reading discussion
- Discuss Individual Project #1 assignment; presentations Feb 13 and 15
- Assignment for next class: write-up 3-5 ideas for this project
- Begin to familiarize yourself with Writing for Visual Thinkers

**Wednesday, February 1:**
- Meet in groups to share and get feedback on Individual Project #1 ideas
- Assignment for next class: prepare draft of Individual Project #1

**Monday, February 6:**
- Meet in Individual Project #1 groups to review drafts for reworking and presentation
- Assignment for next class: read Chapters 6-end, Illuminated Manuscripts. Consider the formal aspects our Morgan Library guide as well as the author discusses: overall design of the page, use of color, imagery, etc. Then
think about how these aspects enhance, inform, and “influence” the content. This 2-page response is due February 10, following the trip to the Morgan Library

Wednesday, February 8:
• FIELD TRIP, Morgan Library; tour guide, Denise Rompilla
  Gather in lobby; tour runs 2:15-3:15
  225 Madison Avenue at 36th Street

Wednesday, February 10:
• Discussion of trip and reading

Assignment for February 22: read and write 2-page response to New Master's of Poster Design (choose several entries). What makes a great poster? Key design elements, presentation of message, etc.?

On your own: visit 50 Books/50 Covers exhibition at AIGA National Design Center; exhibition runs through February 23
  Monday through Thursday: 11:00 a.m.-6:00; Friday: 11:00-5:00
  164 Fifth Avenue (between 21st and 22nd Streets)

Monday, February 13:
• Individual Project #1 presentations, ½ class

Wednesday, February 15:
• Individual Project #1 presentations, ½ class

Monday, February 20:
• PRESIDENTS DAY/NO CLASS

Wednesday, February 22:
• Discuss reading and 50 Books/50 Covers exhibition
• Group Project #1 groups form and exchange emails and info; presentation March 26

Assignment for next class: bring in 3-5 ideas for Group project

Monday, February 27:
• Groups discuss ideas and determine scope and content of project
• Assignment for next class: prepare your portion of the group project thus far

Wednesday, February 29:
• Groups work session [one group goes to Washington Place lab]
• Reading discussion

Monday, March 5:
• Groups work session [one group goes to Washington Place lab]
Wednesday, March 7:
• FIELD TRIP, Museum of Modern Art, tour of “Print/Out”; tour runs 2:20-3:20

Museum of Modern Art
11 West 53rd Street

Monday, March 12 and Wednesday, March 14:
Spring Break

Monday, March 19:
• AMS Lab
35 W. 4th Street, 2nd floor

Wednesday, March 21:
• Groups work session [one group goes to Washington Place lab]

Monday, March 26:
• Guests: Ugly Duckling Presse, Sarah McCurry and Anna Moschovakis

Wednesday, March 28:
• Group Project #1 presentations

Monday, April 2:
• Discuss MoMA trip
• Discuss Individual Project #2; presentations April 25 and 30
• Assignment for April 9: write-up 3-5 ideas for this project

Wednesday, April 4:
• FIELD TRIP, Printed Matter; session runs 2:15-3:15
195 Tenth Avenue New York, NY 10011

Monday, April 9:
• Meet in Individual Project #2 groups to share and get feedback on Individual Project #2 ideas
• Assignment for April 11: prepare draft of Individual Project #2
• Reading assignment TBD

Wednesday, April 11:
• Meet in Individual Project #2 groups to review drafts for reworking and presentation
• Discuss reading

Monday, April 16:
• Group Project #2 groups form; exchange emails and info; presentation May 7
• Assignment for April 18: write-up 3-5 ideas for Group Project #2
Wednesday, April 18:
• Group Project #2: discuss ideas and determine scope and content of project [one group goes to Washington Place lab]
• Assignment for next class: prepare your portion of the group project thus far
• **Deadline for submission of files for Individual Project #2 to AMC lab**

Monday, April 23:
• Group work session [one group goes to Washington Place lab]

Wednesday, April 25:
• Individual Project #3 presentations (1/2 class)

Monday, April 30:
• Individual Project #3 presentations (1/2 class)

Wednesday, May 2:
• Group work session [one group goes to Washington Place lab]

Monday, May 7:
• Group Project #2 presentations