NEW YORK UNIVERSITY GALLATIN SCHOOL OF INDIVIDUALIZED STUDY

INNOVATIONS IN ARTS PUBLICATIONS/ARTS-UG1655/FALL 2014

Monday and Wednesday: 2-3:15, room 401, 1 Washington Place

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Office Location and Hours (by appt): 1 Washington Place; Wednesdays, 12:15-1:45, room 429
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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
• 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.

Evaluation criteria:

50% timeliness, attendance and participation
25% intermediate projects/deliverables
25% final project

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.

Lateness and Attendance Policy:

If you know that you will be late to class or absent, please make the effort to email us in advance. You are responsible to your fellow students as well. Absences due to illness, family emergency, etc., will be excused if properly documented. More than one unexcused absence will cost you one letter grade.

Academic integrity: As a Gallatin student you belong to an interdisciplinary community of artists and scholars who value honest and open intellectual inquiry. This relationship depends on mutual respect, responsibility, and integrity. Failure to uphold these values will be subject to severe sanction, which may include dismissal from the University. Examples of behaviors that compromise the academic integrity of the Gallatin School include plagiarism, illicit collaboration, doubling or recycling coursework, and cheating. Please consult the Gallatin Bulletin or Gallatin website (http://gallatin.nyu.edu/academics/policies/integrity.html)

Incompletes: If you find that you will not be able to complete the course work by the end of the semester, speak with us before the end of the semester.

NOTE: Laptops and other electronic devices are permitted in class solely for the purpose of note taking.

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

1. Wednesday, Sept. 3:
   • 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

2. Monday, Sept. 8:
   • Share and discuss examples in small groups
   • Assignment for next class: read Intro through Chapter 3 (page 8-107), 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 your 21st-century self and imagine you are royalty or, conversely, 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 and why?

3. Wednesday, Sept. 10:
   • Reading discussion
   • Discuss Individual Project #1 assignment; presentations Sept. 24 and 29
   • Assignment for next class: write-up 3-5 ideas for this project

4. Monday, Sept. 15:
   • Meet in groups to share and get feedback on Individual Project #1 ideas
   • Assignment for next class: prepare draft of Individual Project #1

5. Wednesday, Sept. 17:
   • Meet in Individual Project #1 groups to review drafts for reworking and presentation
   • Assignment for September 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.?

6. Monday, Sept. 22:
   • Reading discussion

7. Wednesday, Sept. 24:
   • Individual Project #1 presentations, ½ class

8. Monday, Sept. 29:
   • Individual Project #1 presentations, ½ class

9. Wednesday, Oct. 1:
   • Group Project #1 groups form and exchange emails and info; presentation November 5
   • Assignment for next class: bring in 3-5 ideas for Group project

10. Monday, Oct. 6:
    • Groups discuss ideas and determine scope and content of project

11. Wednesday, Oct. 8:
    • FIELD TRIP, Printed Matter; session runs 2:15-3:15
    195 Tenth Avenue New York, NY 10011

Monday, Oct. 13:
• PRESIDENTS DAY/NO CLASS

12. Wednesday, Oct. 15:
• Guest: Ugly Duckling Presse, Sarah McCarry
13. Monday, Oct. 20:
• Guest: Tod Lippy, editor in chief, Esopus
• Reading assignment: read Chapters 6-end (page 168-257), Illuminated Manuscripts. Consider the formal aspects 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 October 27th, following the trip to the Morgan Library
14. Wednesday, Oct. 22:
• FIELD TRIP, Morgan Library; tour guide, Leah Marangos
  Gather in lobby; tour runs 2:15-3:15
  225 Madison Avenue at 36th Street
15. Monday, Oct. 27:
• Reading discussion
• Discussion of Esopus and Ugly Duckling Presse
16. Wednesday, Oct. 29:
• Groups work session
17. Monday, Nov. 3:
• Groups work session
18. Wednesday, Nov. 5:
• Group Project #1 presentations
19. Monday, Nov. 10:
• Discuss Individual Project #2; presentations December 8 and 10
• Assignment for November 12: write-up 3-5 ideas for this project
20. Wednesday, Nov. 12:
• Meet in Individual Project #2 groups to share and get feedback on Individual Project #2 ideas
21. Monday, Nov. 17:
• Assignment for November 19: prepare draft of Individual Project #2
• Reading assignment for Nov. 24 TBD
22. Wednesday, Nov. 19:
• Group Project #2 groups form; exchange emails and info; presentation December 15
• Assignment for December 1: write-up 3-5 ideas for Group Project #2
23. Monday, Nov. 24:
• Discuss reading
24. Wednesday, Nov. 26:
CANCEL CLASS THXGIVING
25. Monday, Dec. 1:
• Group Project #2: discuss ideas and determine scope and content of project
• Assignment for next class: prepare your portion of the group project thus far
26. Monday, Dec. 8:
• Individual Project #3 presentations (1/2 class)
27. Wednesday, Dec. 10:
• Individual Project #3 presentations (1/2 class)

28. Monday, Dec. 15:
• Group Project #2 presentations