NEW YORK UNIVERSITY GALLATIN SCHOOL OF INDIVIDUALIZED STUDY

INNOVATIONS IN ARTS PUBLICATIONS/ARTS-UG1655/FALL 2015

Monday and Wednesday: 2-3:15, Tisch Hall, LC-09
Lise Friedman (lise.friedman@nyu.edu)

Office Location and Hours (by appt): 1 Washington Place; Wednesdays, noon-1:30, room 403
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
• Design Literacy: Understanding Graphic Design (Allworth Press), by Steven Heller
• Additional readings, primarily links to online articles, etc., to be assigned during the semester

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 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 me 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. 2:
   • 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

Monday, Sept. 7:
Labor Day

2. Wednesday, Sept. 9:
   • 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 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. Monday, Sept. 14:
   • Reading discussion
   • Discuss Individual Project #1 assignment; presentations Sept. 23 and 28
   • Assignment for next class: write-up 3-5 ideas for this project

4. Wednesday, Sept. 16:
   • Meet in groups to share and get feedback on Individual Project #1 ideas
   • Assignment for next class: prepare draft of Individual Project #1
   • Assignment for next class: read Persuasion and Mass Media, Design Literacy; write a 2-page reflection of the major ideas presented about these topics

5. Monday, Sept. 21:
   • Meet in Individual Project #1 groups to review drafts for reworking and presentation
   • Discuss Persuasion and Mass Media

6. Wednesday, Sept. 23:
   • Individual Project #1 presentations, ½ class

7. Monday, Sept. 28:
   • Individual Project #1 presentations, ½ class

8. Wednesday, Sept. 30:
   • Discuss presentations and what they suggest for work going forward
   • Review the information on this site in preparation for our trip:
   http://www.graphicadvocacyposters.org/#/12-views-of-120-posters
9. Monday, Oct. 5:
• FIELD TRIP, Cooper Hewitt Smithsonian Design Museum, 2:45-3:30
Tour: How Posters Work
2 East 91st Street
(between 5th and Madison Avenues)
• Assignment for next class: bring in 3-5 ideas for Group Project
• Assignment for Oct. 21: take three photos of posters you come across on the street. Be prepared to share with your group and discuss why you chose each and its message. You are considering the immediacy of the message

10. Wednesday, Oct. 7:
• Group Project #1 groups form and exchange emails and info; presentation November 3
• Assignment for Oct. 19: bring in 3-5 ideas that develop group's ideas so far

Monday, Oct. 12:
• PRESIDENTS DAY/NO CLASS

11. Wednesday, Oct. 14:
• Guests: Ugly Duckling Presse, Daniel Owen and Emmalea Russo

12. Monday, Oct. 19:
• Groups discuss ideas and arrive at a plan for Group project
• Assignment for next class: read Chapters 6-end, Illuminated Manuscripts. Write 2 pages that consider the formal aspects the author discusses: overall design of the page, use of color, imagery, etc. Include ideas about how these aspects enhance, inform, and “influence” the content.

13. Wednesday, Oct. 21:
• Groups work session; discuss posters
• Reading discussion
• Assignment for next class: read Type and Language, Design Literacy, and write a 2-page reflection discussing how these tools impact posters as a medium

14. Monday, Oct. 26:
• Reading discussion
• Groups work session

15. Wednesday, Oct. 28:
• Reading discussion
• Groups work session

16. Monday, Nov. 2:
• Groups work session

17. Wednesday, Nov. 3:
• Group Project #1 presentations

18. Monday, Nov. 9:
• Discuss Group Project #1
• Assignment for next class: read Commerce, Design Literacy, and write a 2-page reflection discussing how posters function as an agent of commerce

19. Wednesday, Nov. 11:
• Reading discussion
• Discuss Individual Project #2; presentations December 2 and 7
• Assignment for November 17: write-up 3-5 ideas for this project

20. Monday, Nov. 16:
• Meet in Individual Project #2 groups to share and get feedback on Individual Project #2 ideas
• Assignment for November 19: prepare draft of Individual Project #2
• Reading assignment TBD

21. Wednesday, Nov. 18:
• Meet in Individual Project #2 groups to review drafts for reworking and presentation
• Discuss reading

22. Monday, Nov. 23:
• Group Project #2 groups form; exchange emails and info; presentation December 14
• Assignment for December 1: write-up 3-5 ideas for Group Project #2

Wednesday, Nov. 25:
NO CLASS THXGIVING

23. Monday, Nov. 30:
• 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

24. Wednesday, Dec. 2:
• Individual Project #2 presentations (1/2 class)

25. Monday, Dec. 7:
• Individual Project #2 presentations (1/2 class)

26. Wednesday, Dec. 9:
• Group work session

27. Monday, Dec. 14:
• Group Project #2 presentations