

Publishing Projects

The goal of graphic design is to convey meaning.

**LECTURE NOTES,
HANDOUTS & REFERENCES**
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PUBLISHING PROJECTS

Artist/Author: Contemporary Artists' Books, Cornelia Lauf & Clive Phillpot, 1998

This book references the many species and hybrids that fall under the umbrella of books by artists and books as art, particularly with the emergence of contemporary artists' books from the 1960's to the present.

- magazine Issues and Magazine works
- assemblings and anthologies
- writings
- diaries
- statements and manifestos
- visual poetry and wordworks
- scores
- documentation
- reproductions and sketchbooks
- albums and inventories
- graphic works
- comic books
- illustrated books
- page art
- pageworks mail art
- book art and bookworks

The Century of Artists' Books, Johanna Drucker, 1995

This book references the Artist's Book as:

- democratic multiple
- rare and/or auratic object
- self reflexivity
- visual form
- verbal exploration
- narrative & non-narrative
- agent of social change
- conceptual space
- document

First chapter of this book available at: <http://www.granarybooks.com/books/drucker2/drucker2.1.html>

THE PUBLISHING PROCESS

Participants

Publishing is a collaborative effort involving many professionals.

- Account Executive
- Writers
- Editors
- Creative Directors
- Art directors
- Graphic designers
- Illustrators
- Photographers
- Layout Artists
- Production artists
- Prepress operators
- Commercial printers
- and managers, trackers, proof readers, . . .

Steps in Publishing Projects

- concept development
- research (market, content . . .)
- writing, editing, proofreading
- design
- illustration & photography
- critique, feedback
- redesign, adjustment
- production
- printing
- distribution
- evaluation

THE DESIGN PROCESS

Steps in the Design Process

Phillip Meggs- Type & Image

- problem definition
- information gathering
- idea finding
- solution finding
- implementation

The Design Process

Douglas Holleley- The Digital Book: Design & Publishing

- research
- collecting
- create preliminary maquette
- evaluate preliminary maquette
- create final maquette
- page layout

THE PLANNING PROCESS

The Value of Planning

- clarify purpose, goals, mission, objectives . . .
- to help focus your energy
- lays out sequence of "things to do"
- establishes "who is involved" and "what their responsibility is"
- prepares for "what is ahead" and helps anticipate "upcoming problems"
- helps make your "to do list"
- assists meeting of deadlines
- allows you to measure progress along the way
- saves money by avoiding mistakes
- keeps you focused on the goal

Planning Questions

Purpose

- What is the purpose of your piece? Primary, secondary . . .
- Why is it needed?
- Who is the message for?
- How do you want your audience to respond?

About You?

- What do you have to say?
- How much do you have to say?

Look & Feel

- What image do you want to project?
- What will make your piece more attractive/engaging for your audience?

Upfront Requirements

- Are there any special requirements?
- What are the unknowns?
- What new skills do you need to learn?
- What are the foreseeable barriers?
- Who is paying for this?

Layout

- What are possible formats?
- What format will work best?
- How long should it be? Does it come in parts? Is it distributed regularly?

Art and Words

- How should the piece be written?
- What is the tone?

Distribution

- What is the best method of distribution?

Evaluation

- How will you determine if your publication achieved its goal?
- What else is necessary to reinforce your message or goal?

Time

- How long will the material be useful?
- How long will this piece be in use?
- How many people will experience it?
- Will it be cherished?

Audience

- Who do you want to reach?
- Do you know how to reach them?
- How are they likely to be reached?
- What turns them on?
- What turns them off?
- What is their gender, race, culture, age, living situation, education, income, values, tastes, expectations, reading habits . . .

keep adding to this list