



BRONX COMMUNITY COLLEGE DIGITAL DESIGN

***DESIGN PORTFOLIO*** | SPRING 2021

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## DESCRIPTION:

This course explores the application of typographic design to a multiple page format. The challenges presented by designing for an extended publication will foster the development of greater typographic and conceptual skills. Working with narrative, students will create a book that combines personal artistic expression and hands on skills with advanced digital layout techniques, thereby strengthening their ability to analyze and interpret raw information and place it into meaningful context.

## SUPPLIES:

- Note book/Sketchpad.
- Creative Cloud software
- Appropriate hardware

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## OVERVIEW

This semester we are going to be creating personal narratives digital booklets that will ultimately be combined into one publication and submitted to the BRONX COMMUNITY COLLEGE *Journal of the Plague Year!* (JOTPY).

To that end, **each student will be designing a 24 page digital booklet (plus cover) to be published digitally.**

The scope of this project is broad and open to interpretation. The only stipulation is a uniform size, and the requirement to utilize typography and image in a skillful and well-thought out. This IS a design class and you will be held to certain technical and aesthetic standards.

**Topics can include but are not limited to:**

- Personal narratives and family stories. (true or fictionalized)
- Interviews. (true or fictionalized)
- fictional accounts.
- graphic novels, and zines;
- tweets, and other digital objects; Facebook and other social media posts, and Instagram and Snapchat memes; screenshots of news reporting; etc.

...Anything that helps to capture the pandemic and other issues related to this historic moment.

You may submit your work individually. Your book will be combined into a single publication featuring the work of each student in the class (provided it meets certain standards of acceptability).

Bronx Community College will be the first community college to partner with JOTPY by contributing materials that acknowledge the impact of COVID-19 on our campus and community in the Bronx. Once you enter your submission to <https://covid-19archive.org/s/bronx-community-college-new-york/page/share-your-story>, whether individually, through a course assignment, via a club project, etc., the BCC Archives and JOTPY team will evaluate your submission and assign key words to it. You will also have the opportunity to sign your name or keep your contribution confidential.

## **NOTE: THIS SEMESTER OUR COURSE WILL MEET ENTIRELY ONLINE.**

### ● **VIRTUAL CLASS MEETINGS WILL TAKE PLACE FROM 10AM—1:40 PM (with breaks)**

You will be required to attend class weekly.

### ● **HOMEWORK**

- You will be supplied with materials (videos/links) which will help you complete your work.
- You will also be asked to participate for credit in an ongoing discussion group where class interactions (critiques, questions) will take place.
- You will be expected to complete assignments outside of class and have your work ready for the next class.
- There will be periodic “check-ins” which will factor into your final grade.

### ● **SUPPORT**

- Our Art 89 tutors are Luis Martinez and Jennifer Mercado. They will occasionally be available during class hours. Their schedules will be posted by the second week of class.
- You will be expected to meet with one of them at least twice during the semester.
- I will be available for additional tutoring during my office hours and by appointment on a first-come-first-served basis for one-on-one assistance. (schedule posted in Starfish)

### ● **YOU WILL BE REQUIRED TO FOLLOW THE OFFICIAL BCC RULES OF ONLINE ETTIQUETTE:**

#### ***Cameras on policy during class:***

This course requires you to have your camera on, but microphone on mute, unless you are speaking.

Having your camera on provides you with the following advantages:

1. Easier for you to engage with your classmates and your professor.
2. Meet your classmates/creates a sense of community.
3. Provides valuable feedback to your professor of your understating of the subject matter (non-verbal cues).
4. Forces you to focus on the subject matter and avoid distractions.

***If you need an accommodation to having your camera on during class, please email a request to you professor for review on a case-by-case basis.***

### ● **TIPS WHEN USING ZOOM:**

#### ***1. Be aware of your surroundings.***

Your professor and classmates can also see BEHIND you. Make sure that there is nothing in the background (traffic, other people, a pile of laundry) that may distract from the class. While it is not necessarily the best choice to attend class from your messy bedroom, it may be the only place you can find peace and quiet away from roommates or family members. If that is the case, you can employ a Virtual Background to hide what you don't want seen.

#### ***2. Mute is your friend.***

Once you log in to the virtual classroom, be sure to mute your microphone (lower left-hand corner). This will help to eliminate background noise that could distract others.

#### ***3. Raise your hand and wait to be called upon.***

If you wish to speak, either physically raise your hand or use the “Raise Hand” button at the center of the bottom of your screen. Once the professor calls on you, unmute yourself and begin speaking. When you have finished speaking, indicate you are done by saying something like “That’s all” or “Thank you” and then mute your microphone again.

#### ***4. If you don't have anything nice to say...***

The Zoom chat feature is a tool to make comments and ask questions without interrupting the speaker but be aware that your comments are public and are recorded in the minutes of the session.

#### ***5. Clothing is NOT optional.***

Remember that, even though you may be alone at home, your professor and classmates can SEE you! While attending class in your pajama bottoms is a tempting option, you want to make sure that you are presenting yourself in the best possible light at least from the waist up.

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# ART 89 CALENDAR SPRING 2021

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## CLASS 1—2/1

### *In Class:*

- Intro
- Class Overview/Housekeeping
- Lesson: Book Topics
- Coronavirus as a general topic (from a news, science perspective)
- Personal physical health impact on family
- Mental health impact
- Social Justice (personal or societal perspective)
- Current events.
- Life in quarantine
- humor

### **NARRATIVE STYLE can include (but is not limited to the following):**

- Exploration of personal family history
- Myths, legends, folktales, superstitions
- Cultural traditions.
- A retelling of the book.
- Historical explorations.
- Poetry
- Short story
- Graphic novel
- Textbook
- Children's book.
- Magazine
- Journal
- Scrapbook

### **SIZE OF THE BOOK WILL BE TO 6.5 X 9.**

### **You will be provided with a digital template.**

### *In Class:*

- Discuss possible topics and begin sketching ideas.
- Begin Pinterest mood boards (VISUAL STYLE).

### *Homework Assignment*

work on Moodboard, start sketching watch videos/review all information sent via Blackboard announcement

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## CLASS 2—2/8

### *In Class:*

- Continue building Pinterest boards (VISUAL STYLE).
- Consider cover style and interior layout (digital vs. illustrated art).
- Further discussion of book topic.
- continue researching topic.

- Begin storyboarding layout.

### *Homework Assignment*

work on Moodboard, start sketching • Begin drafting book topic narrative

- Complete Pinterest Boards
- Continue research

Watch videos/review all information sent via Blackboard announcement

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## NO CLASS: 2/15 COLLEGE CLOSED

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## CLASS 3—2/22

### *In Class:*

- Pinterest board (VISUAL STYLE) should be complete.
- Refine book topic narrative
- Consider cover style and interior layout (digital vs. illustrated art).
- Further discussion of book topic.
- continue researching topic.
- Begin sketching storyboarding layout.

### *Homework Assignment*

- Review and post book topic narrative (part of mid-term grade)
  - Post completed Pinterest Boards onto EPortfolio (part of mid-term grade)
  - Continue research
- Watch videos/review all information sent via Blackboard announcement

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## CLASS 4—3/1

### *In Class: Part One*

- Pinterest boards (VISUAL ROOTS, BOOK CONSTRUCTION) should be completed and uploaded.
- Book topic narrative—completed and uploaded
- Consider cover style and interior layout (digital vs. illustrated art).
- Further discussion of book topic.
- continue researching topic.
- Begin sketching storyboarding layout.

### *Homework Assignment*

- Review and post book topic narrative (part of mid-term grade)
- Post completed Pinterest Boards onto EPortfolio (part of mid-term grade)

- Finish sketching storyboarding layout.

Watch videos/review all information sent via Blackboard announcement

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## CLASS 5—3/8

### *In Class:*

- Pinterest board (VISUAL STYLE) should be completed and uploaded.
- Book topic narrative—completed and uploaded
- Storyboard thumbnails —completed.
- Begin sketching the interior pages in more detail i.
- Continue researching information/content.

### **CREATE A SAMPLE PAGE SPREAD (ANY PART OF THE BOOK).**

*This will help you determine the style for the rest of the book.*

1. Create a “facing pages” InDesign document 6.5 x 9 with .25 margins.

(If you want to create columns for your text, you can do so. Remember: This is only a sample.)

2. Start experimenting with your art/illustration style based on your Pinterest research.

If you are creating digital hand drawn or photo-illustrative art, create a correctly sized Photoshop document (full spread width is 13 inches x 9, single page is 6.5 x 9) at 300 ppi CMYK.

If you are creating work completely by hand, then scan and save.

- Once your art sample is ready, export as a TIF and place in InDesign.

### *Homework Assignment*

- Continue assembling content.
- Continue to work on sample InDesign/illustration doc
- Catch up on all uncompleted work.

Watch videos/review all information sent via Blackboard announcement

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## CHECK-IN ONE (MIDTERM):

- Upload Personal Narrative to Eportfolio.
- Upload Pinterest moodboard to Eportfolio.

**IMPORTANT:** If you are behind at this point you will be required to meet with our tutor Jennifer. She will be keeping a log. You will lose points if you do not meet with her.

# ART 89 CALENDAR SPRING 2021

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## CLASS 6—3/15

**LESSON:** • Interior layout in-class demo. (Hand-out with design and formatting tips).

- By this point in the semester the style and look of the book should be solidified.
- In class, explore cover design possibilities. Begin work on interior.

### Homework Assignment

- Continue to work on sample InDesign/ illustration doc
- Begin to place content into Interior Layout InDesign document.
- Catch up on all uncompleted work.

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Watch videos/review all information sent via Blackboard announcement

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## CLASS 7—3/22

- Experiment with COVER IDEAS and consider necessary supplies for final book.
- Proceed to produce interior art and fleshing out interior layouts.
- You should know basic look of book by now.

### Homework Assignment over SPRING BREAK

- Continue to work on art/interior layouts
  - Catch up on all uncompleted work.
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## CLASS 8—4/5

- Continue working on all areas.

### Homework Assignment

- Continue to work on art/interior layouts
  - Catch up on all uncompleted work.
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## CLASS 9—4/12

- Continue working on all areas.

### Homework Assignment

- Continue to work on art/interior layouts
- Catch up on all uncompleted work.
- Work steadily on all areas. for cover and interior, have art and layout well underway, and be clear on binding procedure.

If you are unclear on anything it is on you to ASK NOW FOR ASSISTANCE. You must complete this book yourself.

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## CLASS 10— 4/19

- WORK ON interiors

### Homework Assignment

- Continue to work on art/interior layouts
  - Catch up on all uncompleted work.
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## CLASS 11—4/26

### THE END APPROACHES.

- WORK ON interiors

### Homework Assignment

- Continue to work on art/interior layouts
  - Catch up on all uncompleted work.
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## CLASS 12—5/3

WORK ON interiors

### Homework Assignment

- Continue to work on art/interior layouts
  - Catch up on all uncompleted work.
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## CLASS 13—5/10

GET IT DONE!!!! BELLS RINGING!!!!  
FINISH THE BOOK!!!!

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## CLASS 14—5/17

FINISH THE BOOK!!!!

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## FINAL—5/24

ALL BOOKS DONE.  
NO EXCUSES.

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**IMPORTANT:** If you are behind at this point you will be required to meet with our tutor Jennifer. She will be keeping a log. You will lose points if you do not meet with her.



