Publication & Information Management
HU 3630 R 01

Contact Info
Instructor: Shawn Apostel
Office: Walker 147
Office Hours: 10 to noon on M (or by appt.)
Web: http://www.hu.mtu.edu/~spaposte/publication.html
Email: spaposte@mtu.edu
Office: 906.487.3276

Class Info
Spring 2007
Room: 134
Days: T/R
Time: 9:30 to 11 a.m.

Course Description
This course covers the principles of information selection, editing, layout, and graphics essential to the scheduling, budgeting, and production of various print and digital publications.

Main Projects
1. Poetry Poster: Using the words of the poem, the sound of the author reading the poem, and the bio of the author provided on the website, design an 11X17 poster (by hand) illuminating a short poem from this website:
2. Collaborative Written-Work Design: Work with a Blue Ice author to create a camera ready publication featuring their work.
3. Collaborative Poster Presentation: With your knowledge of the authors' work in mind, as well as a general knowledge of the history of Blue Ice, your group will design a poster featuring your group's concept for this year's publication of Blue Ice.
4. Collaborative Camera Ready Blue Ice Publication: After the authors select a concept for Blue Ice, you will work with the class to layout and submit to the printer the final copy of Blue Ice.
5. Collaborative Digitized Blue Ice Proposal: After we send Blue Ice to the press, we will work in groups to develop a proposal for a digitized Blue Ice publication to present to Dr. Freisinger and the authors.

Small Projects/Participation
1. Reading Journal: At the beginning of some classes, we will take a few minutes to write down our thoughts on readings and assignments we completed for the class. These journals should also include your thoughts about various works we will read including works from Blue Ice authors.
2. Peer Evaluations: Frequently, we will share our assignments (both daily and in progress) with the class to receive and to give feedback. Also, when you work in a group you will be evaluated by your peers regarding the quality/amount of work you perform within that group.
Required Texts

*thinking with type*, Ellen Lupton (Princeton Architectural Press, 2004)

*Production for Graphic Designers 4th edition*, Alan Pipes
( Pearson/Prentice Hall, 2005)

Requirements/Attendance

All of the projects we do in this class will require peer review and feedback, and the class will involve a great deal of discussion as well as CCLI work; therefore, to meet the requirements of this course, you must be present and prepared to participate in class activities. You have three absences (from class, workshops, and conferences) for illnesses and unexpected emergencies, and you must talk to me (and your group if applicable) ahead of time for University related absences. Each additional absence will lower your final grade by 5 points. If you miss class, you are responsible for the material covered or due on that date. Since deadlines are sacred in the publishing industry, late work will be penalized a letter grade for each calendar day it is late.

<table>
<thead>
<tr>
<th>Task</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poetry Poster</td>
<td>10%</td>
</tr>
<tr>
<td>Collaborative Written-Work Design</td>
<td>10%</td>
</tr>
<tr>
<td>Collaborative Poster Presentation</td>
<td>20%</td>
</tr>
<tr>
<td>Camera Ready Blue Ice Publication</td>
<td>20%</td>
</tr>
<tr>
<td>Collaborative Digitized BI Proposal</td>
<td>10%</td>
</tr>
<tr>
<td>Reading Journals</td>
<td>10%</td>
</tr>
<tr>
<td>Small Projects/Participation</td>
<td>20%</td>
</tr>
</tbody>
</table>

MTU's Policy on Academic Integrity

"Plagiarism and cheating are serious academic offenses. They are defined by this policy as "knowingly copying another's work or ideas and calling them one's own or not giving proper credit or citation," and this policy covers copying sections or entire papers from printed or electronic sources as well as handing in papers written by students for other classes or purchasing academic papers. Plagiarism and cheating not only are dishonest, but also cheat you out of learning, the prime reason you are here. If you ever have questions about this issue, please talk with your instructor or consult a coach in the Writing Center (7-2007)."

MTU's Policy on Discrimination and Harassment

MTU complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act (ADA) of 1990. If you have a disability and need reasonable accommodation for equal access to education and services at MTU, please call Dr. Gloria Melton, Dean of Students (7-2212). For other concern about discrimination, you may contact your advisor, department chair, or the Affirmative Action Office (7-3310).
Class Outline

Week 1
January 16: Course Introduction and discussion of print history
January 18: Discuss "Introduction" pages 11 to 23 in Production... Discuss Poetry Poster assignment

Week 2
January 23: Have three poems selected – we’ll narrow it down in class
   Begin work on the Poetry Poster – sketch five completely different ideas
January 25: Share Poetry Poster sketches to the class. Be ready to explain the reasoning behind your ideas.

Week 3
January 30: Share full-sized draft of your Poetry Poster with the class.
February 1: Share Final Poetry Poster – turn in for evaluation
   Discuss "Letter" section of thinking ...

Week 4
February 6: Discuss Blue Ice pieces (authors tba)
February 8: No class: Winter Carnival Recess

Week 5
February 13: Discuss Blue Ice pieces (authors tba)
February 15: Workshop: Break into groups and begin collaborative Written-Work Design with Blue Ice authors. Using In-Design, create three completely different concepts that fit with your Blue Ice written work.

Week 6
February 20: Discuss "Text" section of thinking ...
February 22: Share and discuss your Written-Work Design concepts

Week 7
February 27: Workshop: Written Work Design
March 1: Discuss "Grid" section of thinking ...

Week 8
March 6: Share Written-Work Design concept– turn in for instructor evaluation
   Break into groups for Blue Ice Concept Poster
March 8: Workshop: Blue Ice Concept Poster

(One week off – Spring Break)

Week 9
March 20: Workshop: Blue Ice Concept Poster
March 22: Workshop: Blue Ice Concept Poster
Week 10
March 27: Present draft of Blue Ice Concept Poster to class for feedback
March 29: Blue Ice Concepts Poster Session – turn in for instructor evaluation
From these Posters the authors will select the look for this year’s Blue Ice

Week 11
April 3: Blue Ice Workshop
April 5: Blue Ice Workshop

Week 12
April 10: Blue Ice Workshop
April 12: Send Blue Ice to the publisher
    Break into groups for the Digitized Blue Ice Proposal.

Week 13
April 17: Workshop: Digitized Blue Ice Proposal
April 19: Present draft of Digitized Blue Ice Proposal to class for feedback

Week 14
April 24: Workshop: Digitized Blue Ice Proposal
April 26: Share Final Digitized Blue Ice Proposal to Dr. Freisinger and authors
    Instructor Evaluation and Wrap Up

Finals Week: Grading Conferences

* I reserve the right to modify this syllabus at my discretion.