

Academy of Visual Arts
Bachelor of Arts (Hons) in Visual Arts Programme

VART3216 Cover to Cover

No. of units: 3

Pre-requisite: VART 2215 Typography or VART 2216 Graphic Storytelling

Duration: 52 hours

Cluster: Graphic Book

I.I. Course Description & Rationale:

For centuries, reading a book was the only one way of save-travelling to faraway places, unknown cultures and bold adventures. Even time travel and the transforming to another identity were possible while lounging in an armchair at home and reading a book. Today we have more opportunities to get into a story by listening to an audio book, watching movie or playing computer games. But even the medium book is changing its nature from analogue to digital (Kindle and iPad, only to name the famous one).

Despite all these innovations, the traditional printed book is still the most common and most successful distribution format for text- and image-based content. Still the number of printed publication is rising every year. Book design is still the ultimate achievement for any 2D-designer. The innumerable contents of books cannot be covered by one standard design of an anonymous iBook. Not just the physical design of the 'anatomy' of a book – spine, cover, binding, front, body, and back – but also the canons of proportion, grids, formats, openings and page design in combination create the essential experience of a good read. And these are only the basics. In addition a digital book cannot replace the sensory experience of touching, smelling and hearing the pages of an analog book.

This course critically evaluates contemporary book design by exploring the changing formats of the book in history, and in the context of the visual arts: as craft, as product, as art and as medium. It introduces the business of publishing, and its terminology, as well as essential knowledge of printing technologies. Most of all however, the course aims at providing the tools, skills and creative approaches to design and produce a book with self given content and constraints.

After all, it is the purpose of the course to create a book that does not depend on conventional templates but develops from an understanding of competing conventions. The course builds confidence in creative organisation and management of content for a wide range of publication practice in contemporary visual arts. It is the point of culmination within the course sequence of the Graphic art-cluster that intends to bring together all previously acquired skills in one project.

I.2. Course Content:

No.		Hours	%
1.	About typography: - Macro Typography: typefaces, size, structures and colour; - Micro Typography: spacing, leading, line length and organization of type.	12	23
2.	Concept and content of a book project: - Individual choice of a topic/theme; - Focus of the project; - Research to collect information and reorganise it to create content; - Gathering, filtering, and presenting information in various visuals; - Experimental approaches to the topic.	12	23
3.	Book Design/Layout and Publishing: - Applying micro-typographic rules to the book project; - Developing a design concept for the book; - Visualising the design concept to create a comprehensive book; - Selection of paper; - Book binding and printing.	28	54
		52	100

I.3. Intended Course Learning Outcomes (CILOs):

(Please take note of the PILOs for the overall BA programme in the Programme Document.)

Upon successful completion of this course, students should be able to:

No.	Intended Course Learning Outcomes (CILOs)
1.	Reflect on the traditions and rules of micro-typography and of book design;
2.	Generate the context for self-assigned topic through self-conducted research;
3.	Realise a complex book or editorial design through several stages;
4.	Synthesise new personal ideas for print-design by integrating innovative materials, printing, and bookbinding techniques;
5.	Establish a feedback culture with constructive criticism as an important part of design communication; and

6.	Adhere to standards of professional practice and ethos.
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* More may be added.

I.4. Alignment of CILOs with PILOs:

Learning Outcomes	Please indicate alignment by checking '✓' the appropriate box					
	CILO1	CILO2	CILO3	CILO4	CILO5	CILO6
PILO1.1	✓					
PILO1.2						
PILO2.1		✓				
PILO2.2			✓	✓		
PILO2.3					✓	
PILO3.1						✓
PILO3.2						✓

* There may not be 6 CILOs, in which case, just leave columns empty.

I.5. Alignment of Teaching and Learning Activities with CILOs:

No.	Teaching and Learning Activities	CILO	Hours
1.	Lectures: A series of eight lectures about micro-typography, book design and how to develop a book project.	1, 6	12
2.	Demonstration: Show the students how to use InDesign to define the setting of a book project. Demonstrate up to three styles of basic bookbinding.	3, 4, 6	8
3.	Tutorial and consultation: Group Discussions about choosing an individual topic and making the research. Presentation followed by group discussion and feedback to the visualised ideas.	3, 4, 5, 6	24
4.	Inspiration: Visiting exhibition, inviting experts for talks, and/or watching documentary movies.	1, 2, 6	4
5.	Final presentation: Individual final presentation of the assignment.	5, 6	4
6.	Artwork: Create a book design. (The main activity of designing a book should be done at home. Demonstration, discussion and presentation are part of the class.)	2, 3, 4, 6	0

**More may be added.*

I.6. Assessment:

No.	Assessment Methods/Activities	Weighting	Alignment with CILOs
1.	Presentation, discussion and feedback: Weekly presentation and discussion about a topic related to the course lectures in response to a given design brief.	20%	1, 5
2.	Discussion and presentation about the content of the book project. Observe whether the student is able or develop skills to: - Choose an individual focus and define a topic; - Do research to generate the content of a book; - Summarise and structure the acquired knowledge in an individual concept and content in a fresh and inspired way.	20%	2, 5
3.	Practical Assignment/Art Work: - Weekly presentations by each student show her/his skill to develop a design concept due to the content of the book. - Presentation of the final assignment (a complete book which demonstrate the ability of creating a layout, choosing materials and using an adequate bookbinding-method).	30%	3, 4
4.	Professional Attitude: Professional Attitude does not necessarily define its own learning outcomes, but takes a look at 'how' the other, non-attitudinal outcomes are achieved. Assessment will always be based on direct personal contact with the student. Assessment methods include personal conversations – formal and informal –, class observation, individual and group-tutorials, and such like. Assessment evidence is continuously produced through attendance and participation class-records, public presentations, peer-reviews, evaluation of sketchbooks or visual diaries, personal notes of students and teachers, etc. For more information, please refer to the BA (Hons) in Visual Arts' Programme Document.	30%	6

**More may be added.*

I.7. References (up to 10 books):

Baines, Phil. *Penguin by Design: A Cover Story 1935–2005*. London: Penguin Group, 2005.

Basshard, Hans Rudolf. *The Typographic Grid*. Zürich: Niggli, 2000.

Godfrey, Jason. *Bibliographic: 100 Classic Graphic Design Books*. London: Laurence King, 2006.

Kane, John. *A Type Primer*. Upper Saddle River: Prentice Hall, 2003.

Lommen, Mathieu. *The Book of Books: 500 Years of Graphic Innovation*. London: Thames & Hudson, 2012.

Lupton, Ellen. *Indie Publishing*. New York: Princeton Architectural Press, 2008.

Lupton, Ellen. *Thinking with Type*. New York: Princeton Architectural Press, 2004.

Sala, Marius. *Pages/Editorial Design*. Barcelona: Index Book, 2007.

Smith, Esther K. *How to make books*. New York: Potter Craft, 2007.

Shaughnessy, Adrian. *Look at this: Contemporary Brochures, Catalogues & Documents*. London: Laurence King, 2006.

Watson, Aldren A. *Hand Bookbinding. A Manual of Instruction*. New York: Dover Publications, 1996.

I.8. Academic Integrity:

Students will endeavour to only claim work that they have actually produced themselves. Claiming the work of others is considered plagiarism, and will be dealt with under the academic policies of the university.

I.9. Health and Safety:

Every effort will be made to comply with the intent of Hong Kong's law or acts and the University's policies to maintain a safe and healthy working environment.

I.10. Final Note:

The instructor reserves the right to modify the class and the syllabus or the schedule to adjust to the dynamics of the particular group or to take advantage of opportunities that may arise.