

## Week 10:

### 1. Continue Production

you should have a substantial number of pre-production sketches, and have worked out most of the design elements such as palettes, choice of fonts, design approach/illustration style, grids, etc.

you have about 4 weeks for production.  
the last week/2 weeks are for finishing/testing/presentation and writing the 5-page thesis statement.

### 2. You must present your book for review (books due last week)

week 10 is also the review date, by which date you have to show that you've done a significant amount of work toward your thesis.

If you haven't already, stop by during office hours to individually review your book

### 3. Next week:

Tuesday 11/16, Thursday schedule, we have class in 124

Thursday 11/18, we have a field trip:

Meet at Le Gamin cafe on 183 9th Ave near 21st ST at 9:30 SHARP!

we will visit the Steven Sagmeister exhibition +  
The Chelsea Art Museum [several video and digital shows]

bring your images and laptop to the cafe for a quick review.

REMINDER: your presentations should clearly represent 6-9 HOURS OF WORK PER WEEK. Everything should be presentation quality and printed as inkjet prints.

## READING:

### Editing and Revising:

#### *Chapter 1 What is Editing?*

*p 8-9 Barriers to communication*

#### *Chapter 3 Readers and aims*

*p 19-21 What does the document aim to achieve*

#### *Chapter 5 First steps*

*p 32 The first look through*

*p33 Editing the process*

#### *Chapter 6 Editing the content*

*p 34-39*

*Chapter 7 Achieving Structural Flow*

*p 40-47*

#### *Chapter 11 Brevity*

*p 70-77*

#### *Chapter 12 Clarity*

*p 78-91*

### Appendix

*p 120 Contents checklist*

*p 121 Style checklist*

*p 124 Clarity checklist*

*p 130-131 Proof checking symbols*

### Design Research:

*preface p 10*

*introduction p 16*

*changing role of research p 22*

*quantative Methods: from Boring to Brilliant p 23*

*ethnography and critical design practice p31*

*paradox of design research p 39*

*overview of quantative methodsw in design research p 63*