

Week 8:

1. PRODUCTION SCHEDULE

revise your production schedule based on what we discuss this week.

2. START PRODUCTION

Now that it's week 8, you should be starting 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 5 weeks for production.
the last week/2 weeks are for finishing/testing/presentation and writing the 5-page thesis statement.

2. PROJECT BRIEF

as of week 7 I should have your approved, final project brief

you should be assembling your materials, with sketch stages in your ITOYA book

3. MIDTERM

for next week, hand in an ITOYA book with

1. finished thesis brief
2. [revised] presentation thumbnails
3. [revised] presentation roughs
4. production schedule
5. printouts from any production elements you have completed to date

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

You should develop a grid/design format for your presentation page

REMINDER

Week of 1117 we have class TWICE in one week.
11/14 and 11/17.

We will have a fieldtrip to an exhibition on 11/14, location TBA.

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

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p 121 Style checklist

p 124 Clarity checklist

p 130-131 Proof checking symbols

Design Research:

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introduction p 16

changing role of research p 22

quantitative Methods: from Boring to Brilliant p 23

ethnography and critical design practice p31

paradox of design research p 39

overview of quantitative methods in design research p 63