

Danish School of Media and Journalism
VC Graphic Design
Course description
Spring 2017

4rd semester

Book Design

Duration: 3 weeks (5 ECTS)

Course objectives

The student will know, understand and use the principles of the design of the illustrated and the non illustrated book as an interplay between function and aesthetics. The student will furthermore know and understand what differentiates book design from other graphic design tasks.

The student will

- work with the design of the preliminary pages
- work with the design of the editorial structure, page layout and design grid
- work with the design of the cover and jacket

Learning goals

After completing the course, the student will have insight and knowledge of:

- book design situated between tradition and innovation
- how to use software to design and produce books
- design problems and solutions connected to books as a medium
- the terminology of book design

be able to

- analyze problems of book design
- plan and develop book design from text to finished book
- produce prototypes of the different parts of a book

Tools

Analysis, sketching, mastering software for formatting body copy, page layout and typography.

Attributes

Creativity, ability to work with details, sense of order.

Methods

The course is a combination of lectures, group tuition, group work, self-study, tutorials and executing assignments. Assignments and projects are worked on individually or in groups. During the course, importance is placed on analysis and reflection on feedback on the student's own as well as other students' products and process.

Literature:

Haslam, Andrew (2006), Book design, London: Laurence King Publishing.

Drew, Ned & Sternberger, Paul (2005), By its cover. Modern American Book Cover design, New York: Princeton Architectural Press.

Kidd, Chipp (2015), Judge This, New York: TED Books / Simon and Schuster.

Mourier, Mette & Eric (2013), Bogdesign – tilrettelægning af illustrerede bøger, København: Forlaget Grafisk Litteratur.

Compulsory attendance/compulsory participation

All scheduled lessons require compulsory attendance. Assignments, group work, and assignment reviews require compulsory participation. All set assignments must be handed in.

Exam form

The course is assessed as passed/failed. In order to pass the course, all assignments must be punctually handed in and approved, the concluding project must be passed and the student must have been active and have fulfilled the requirements for attendance and participation.

Study activity model:

