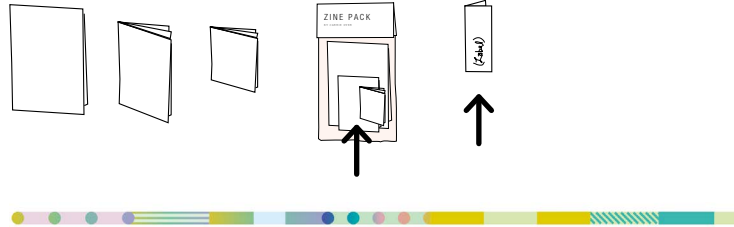


ZINE PACK.

REVISION, LABEL PACKAGING :

/// DIGITAL SYSTEMS & METHODS + ZINE PACK



| DESCRIPTION :

During this portion of the project you will have a chance to revise your Zines to make them more cohesive. Then you will be packaging the three Zines into one package with a label. This is what makes it a Zine Pack. You will design a tab top label, package your zines into a cellophane bag, make two copies, and photograph. See following page for directions.

| OBJECTIVES :

- _a. Place objects in space using visual organization through package design
- _b. Consider what makes successful craft, presentation, photographic documentation, and the cohesive whole
- _c. Create a successful label that connects with the visual styling and concept of your zines
- _d. Students will express design decisions through written form.

| DESIGN PROCESS / RESOURCES :

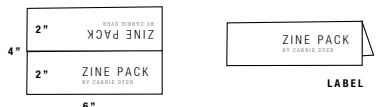


- 1. DIRECTIONS/
PARTS/PIECES. See following pages for assignment process, directions, videos, etc.
- 2. PROTOTYPING. *How to Fold Zines video* -Video from Chloe Castelli < LINK >
- 3. MAKING /
PLANNING /
PRINTING /
PRESENTING. Templates & Files: [AI = Adobe Illustrator, ID = Adobe InDesign]
 - a. STORYBOARD files:
 - I. PDF of Storyboards for Zine A-C. < LINK >
 - b. PRINTING files- ID:
 - I. ID template [source file]: < LINK >
 - II. PDF example: [built in ID] < LINK >
 - c. VISUAL PRESENTATION files - ID:
 - I. ID Visual Presentation template: < LINK >
 - II. PDF example: [built in ID] < LINK >
- 4. RESEARCH. Professional Zines & Books: < LINK >
- 5. RESEARCH. Student Work Examples. < LINK >

| RESEARCH :

VISUAL EXPLORATION is essential. Below are examples of successful, creative, contemporary design work. A lot of these examples are award winning works. I give you these links to explore and develop aspects of your own aesthetic. The examples here are selections from my inspiration. Behance is also a great place for visual exploration.

- a. Main Pinterest Link. < LINK >
- b. Books-Zines. < LINK >
- c. Layout Design. < LINK >
- d. \TYP 3_Candy. < LINK >
- e. DESIGN I : I : I : < LINK >
- f. line, shape, texture_/_/_/: < LINK >
- g. surface d3sign /// / pattern < LINK >

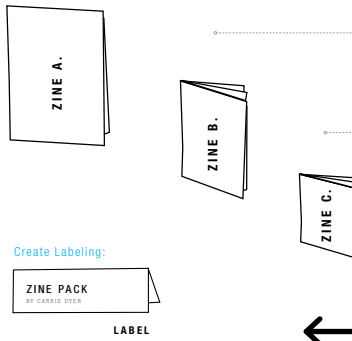
ZINE PACK PACKAGING.

WEEK.	DAY.	VIDEO.	SECTION.	NOTES / INFORMATION / PREP / ADDITIONAL VIDEOS.
WEEK 05.	T.	X	I. OVERVIEW.	Follow the instructions below.
	T.	X	II. REVISIONS.	First look at your three Zines. Do you need to make any revisions? Consider the following questions: Is there anything you need to work on or revise to make your Zines better either conceptually or visually? Do the three Zines work as a series? Are they visually connected? Do they look purposefully constructed? How is your craft?
	T.	X	III. PURCHASE BAGS.	Go on a scavenger hunt for 6"x9" adhesive resealable cellophane bags. You can find these in craft sections or in craft stores. I recommend that the bags are around 6"x9". This is an amazon link to an example <LINK>. I do recommend heavier ply/mill plastic if possible. This will make your work look more professional.
	W.	X	IV. DESIGN LABEL.	<p>You will be placing the three Zines into one package with a label at the top. This is what makes it a Zine Pack. You will need to design a tab top label for the package that names your zine pack. You will also need to find a professional looking cellophane bag for packaging and photographing your work. The label should match the width of your bag. So it is likely that 6 inches wide x 2 inches tall [4 inches total for both sides] will work. The label folds in half around your bag. **I recommend that the adhesive is at the bottom and you use rolled up tape to attach your label to the bag.</p> 
			V. PRINT ZINES.	Print your three Zines front and back. You need two copies each.
	W.	>	VI. ZINE PLACEMENT.	<p>The way you place the zine into the packaging matters. try different configurations and placement "layouts". Questions to consider: Are the zines placed together in a way where they look good together? Do they flow together? How is the craft? How is the label?</p> 
	TH/F	>	VII. COPIES.	Make two exact copies of the zines in their packaging. One for yourself and one to give or mail to your professor. You will also use these two zines for photographs and it can be helpful to have two. [mailing address: Carrie Dyer, 404 Emerywood Drive, High Point, NC 27262. Only mail if you are online.]
			VIII. PHOTOGRAPH.	Find a professional white background and light [do not use direct sunlight. cloudy days are best]. Take at least 20 pictures of your zines using a quality camera. Think about lighting, positioning, open vs closed, etc.
	F.		VII. WHAT to TURN in & HOW:	<p>What do you turn in on Blackboard?</p> <ul style="list-style-type: none"> ___a. Watch video tutorial here [click on black play button] ___b. Download InDesign Visual Presentation Template. <LINK > ___c. Export each source file above as a jpg or png at 300 ppi. Make sure to check "Use Artboards" in Adobe Illustrator. Then place png files into InDesign Visual Presentation file. Custom edit and design your own presentation. Under the Pages panel [>Window >Pages] add new pages/slides to add content. Think of your presentation as visual storytelling. Show your process work, variations or micro assignments, [any research],Self-Directed Critique with three categories [List: 2 strengths, 4 weaknesses / Write: 3 paragraphs of self critique / Rate: your work with the rubric categories using 1 to 5. Five is Stellar. One is Draft Quality. Three is Average. <p>1 x PDF PRESENTATION</p> <p>1 x PDF of FINAL WORK</p>

FINAL ARTIFACTS:

I. MAKE 3 ZINES (SINGLE PAGE ZINES):

(Method & imagery are your choice but must be your imagery.)

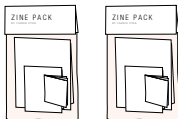


II. PACKAGE TOGETHER



III. TWO COPIES

MAKE 2 IDENTICAL COPIES FOR FINAL CRITIQUE:



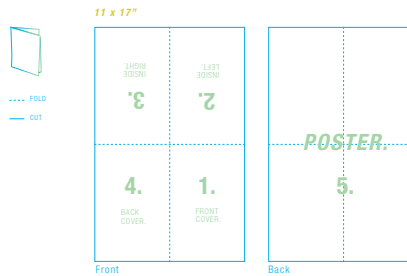
IV. FINAL STEPS

FINAL ASSIGNMENT WILL BE PRINTED, PHOTOGRAPHED ON WHITE BACKGROUND, AND PLACED IN AN INDESIGN PRESENTATION FOR DIGITAL TURN-IN ON BLACKBOARD.

ASSIGNMENT DIAGRAM.

ZINES: ZINE TEMPLATE FOLD PATTERNS & PANEL ASSIGNMENTS.

ZINE A. ADOBE ILLUSTRATOR



PANEL ASSIGNMENTS:

ZINE A. (ADOBE ILLUSTRATOR)

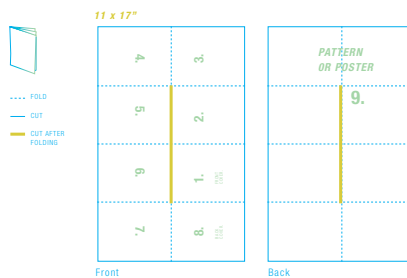
THEME = IMAGINARY ENVIRONMENTS

- PANEL 1 = *Shapes Drawing*
- PANEL 2 = *Vector Line*
- PANEL 3 = *Vector Objects*
- PANEL 4 = *Patterns*
- PANEL 5 = _____ [choice]

OTHER:

- ___ Paper Size: 11x17"
- ___ Panel Size: _____"
- ___ Design Required: on both sides
- ___ Software: Adobe Illustrator

ZINE B. ADOBE PHOTOSHOP



PANEL ASSIGNMENTS:

ZINE B. (ADOBE PHOTOSHOP)

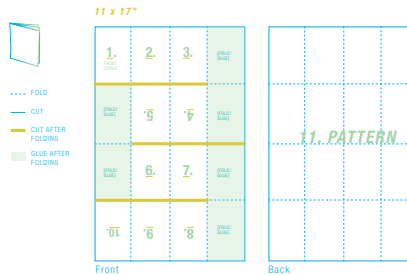
THEME = PSYCHOLOGICAL SPACES

- PANEL 1 = *Cycle of Life Circle Drawing*
- PANEL 2 = *Spaces of Life Square Drawing*
- PANEL 3 = *Figurative Face Collage*
- PANEL 4 = *Masking using Layers*
- PANEL 5 = *Analog Layered Protest Collage*
- PANEL 6 = *Monster Drawing*
- PANEL 7 = *Difference Filter Experimentation*
- PANEL 8 = _____ [choice]
- PANEL 9 = _____ [choice]

OTHER:

- ___ Paper Size: 11x17"
- ___ Panel Size: _____"
- ___ Design Required: on both sides
- ___ Software: Adobe Photoshop

ZINE C. 4D / ANIMATION



PANEL ASSIGNMENTS:

ZINE C. (4D / ANIMATION)

THEME = _____

- PANEL 1-9 = *Frames from Gif or Stop Motion*
- PANEL 10 = *QR Code to YouTube Link*

OTHER:

- ___ Paper Size: 11x17"
- ___ Panel Size: _____"
- ___ Design Required: on both sides
- ___ Software: phone & Adobe Photoshop
- ___ Images: Images are stills of animations

RUBRIC.

DIGITAL ART & DESIGN .

ZINE PACK.

0	DRAFT QUALITY
1	DEVELOPING
2	MEETS EXPECTATIONS
3	ABOVE AVERAGE
4	STELLAR

The most successful solutions in this assignment developed unique visual language while also creating sophisticated custom patterns. Consider movement, rhythm, flow, and direction on your 3-D form. Print on both sides of your paper to create double-sided prints. Work on folding and developing your prototyping craft. Developing vector illustration skills is important.

#	Rubric Criteria	% of grade
1.	Formal Qualities. [Elements & Principles of Design]. Examples include: ___.Compositional qualities (layering & balance). ___.Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value. ___.Color Pallet includes students own mixed colors and not the default colors. ___.Has the student successfully solved the compositional qualities of the work?	20%
2.	> Zine Pack / Narrative / Techniques: > Narrative, Sequence, Space, Time, etc? ___. Did student develop a Storyboard and Sketches considering sequence. ___. Is Narrative consideration present? ___. Is sequence and time present in the experimentation and layout? > Series: ___. Do the Zines flow together as a cohesive visual series? > Composition, Flow, & Cohesion of Panels within each Zine. > Zine Folds: ___. Activation of Form as Zine Folds & Turns in Space. > Zine Packaging: ___. How are the series of zines packaged together? ___. Is the label well considered? ___. Is the Zine Series Effectively titled? ___. How is the prototyping, crafting, and folds? > Color & Experimentation with Pallet. Examples include: ___. Color Pallet includes your own mixed colors and not the default colors.	15%
3.	Visual Language, Experimentation, Originality & Forms. Examples include: ___.Experimentation with Pattern, Unique Shapes, Forms, Illustrations. ___.Formal experimentation with cohesive shape, size, scale, line, weight, etc. ___.Range & Variation in form, line, pattern. ___. Uniqueness of Form and implementation of successful design decisions. ___. Are objects / compositions sophisticated? ___. Do compositions avoid branded elements like logos or other trite elements? If universal forms are utilized are they visually different with their own sense of visual language? ___. How are compositional aspects balanced? ___. Is there an attempt at developing Visual Language, individual voice, and aesthetic from the student's unique point of view? ___. Are there unique elements that express voice. ___. Form experimentation with cohesive shape, size, scale, line, weight, etc. ___. Range and Variation in form, line, pattern. ___. Experimentation with minimal and complex forms. ___. Uniqueness of Form and implementation of successful design decisions.	15%
4.	Visual Presentation, Followed Submission Instructions. Examples include: ___. Did student upload their work in a thoughtful manner considering presentation as a significant element of communication? ___. Did student upload file types that are readable to multiple viewers, PDF format?	10%
5.	> Design Process + Design Thinking. Is evidence of the design process present? ___.Did student experiment with their design process during the assignment? Examples include: ___. Is student working on process and developing their work. ___. Did student work on sketches? ___. Did student perfect compositions to completion considering the Elements and Principles of Design.? Design process can include brainstorming, visual research, aesthetic awareness, variation experimentation, "formstorming", different design techniques [Kit of Parts], etc. See <i>Graphic Design Thinking</i> and <i>Graphic Design the New Basics</i> , by Ellen Lupton for suggestions. > Transfer of learning. [This occurs when a student applies information, strategies, and skills they have learned to a new assignment, situation, or context.] > Risk-taking. Did student take calculated risks during their process?	15%
6.	Self-Driven Critique, Peer Critique, & Studio Culture.	10%
7.	Professionalism + Positive & Critical Thinking.	5%
8.	Time Management + Required Experiments. Did student complete all required experiments?	10%
9.	Is Work Late? -20%	