



2009 Summer Immersion Workshop in
PUBLICATION
 **DESIGN** 

Learn to design print and web based publications in a 10-week intensive, small group workshop.

This **ten-week** workshop combines **informative lectures, timely discussions, instruction, lively critiques, special guests** and **field trips** with professional designers, art directors, editors, and facilities tours of businesses involved in publication production. A demand of the workshop is intensive project work with real world deadlines and demands. The workshop addresses the language, approach and methods of publication design, with an emphasis on the practical application of design concepts.

Some of the topics covered:

- The publication design process
- Principles of publication design
- Working with budgets
- Art direction
- Examination of book, periodical, fine art, and small format design, as well as online/electronic publications
- Interpersonal relationships with writers, editors, and other creative's
- Contracting and working with freelancers/vendors
- Computer applications
- Typography
- Using color effectively
- Materials and finishing
- Print production

Laptops are required for this workshop along with recent versions of the Adobe Creative Suite. Participants are required to be beyond a basic working knowledge of your computers' system and software. Training in the Adobe Creative Suite is required.

Workshop participants will be required to submit a portfolio of design work for acceptance to the workshop. This is to ensure an adequate level of design, creative and technical knowledge among the participants.

The workshop meets twice a week on Tuesday and Thursday mornings from 9am to 12am and is limited to 8 individuals. The 10-week workshop will begin on June 2 and end on August 13. The workshop is to be held at the Western New York Book Arts Collaborative on Washington Street in Buffalo. The cost per person is \$265. Contact Peter Gariepy for further information at 716-361-4821 or at pjgariepy1@aol.com.

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