

COLLABORATIVE BOOK #1 (BASQUIAT)

Project Number One | January 19 - February 02

WORTH 75 POINTS

SPRING 2005

**GRAPHIC DESIGN PRODUCTION
NORTHERN KENTUCKY UNIVERSITY**

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01 ASSIGNMENT : COLLABORATIVE BOOK

Using the collaborative works of Andy Warhol and Jean-Michel Basquiat as a guide, the class will design and complete the production of a 48-page book.

Each student will be the primary designer of a 2-page spread. In an attempt to show the importance of file organization and team effort, every student will have a partner that will contribute to the layout and design of your spread. Students will have personal, team and class deadlines and responsibilities.

The class as a whole will decide on members of the individual teams, as well as the overall book theme / title, and color and font limitations.

Application : *Illustrator*

Design Requirement : *Inclusion of the re-created corporate logo*

Page Size : *7.5" x 10" (portrait) 15" x 10" total spread size*

Gutter : *Approximately .75" (do not leave blank)*

All other design considerations are open to the individual, team and class.

02 PROJECT TIMELINE : DUE DATES

- January 19 : Project introduction, Team pairings, Theme choice
- January 24 : Primary design layout
- January 26 : Teammate file / design switch
- January 31 : Design Finished - Return files to teammate, Begin Production
- February 02 : Production files and Layouts - Due

03 PRESENTATION : GUIDELINES

2-page spread should be mounted on black illustration with 1.5" all-around border

04 GRADING : A B C D F

Project worth : *75 total points*

Production files :	<i>30 points</i>
Concept and Design :	<i>20 points</i>
Presentation and Craft :	<i>10 points</i>
Overall Class Grade :	<i>10 points</i>
Teammate Grade :	<i>5 points</i>