



# Project 01

## Publishing Forms

Design Lab ARTD6116

Launch: Week 1 Tuesday 30/01/24

Crits: Week 5 Wednesday 28/02/24

*“Once the book becomes electronic or hybrid, the permanence, immutability and stability typical of physical books is likely to mutate into dynamic, modular, and participative forms.”*

– Digital Publishing Toolkit Collective, From Print to Ebooks:  
A Hybrid Publishing Toolkit for the Arts, 2014

### The brief

How might we re-imagine content beyond a static page?

Using the given text, create a published object that amplifies the content in new and exciting ways. This project explores different approaches to organizing, designing, and distributing information in a published form, online and offline.

### Overview

Today, "making [information] public" is not a fixed activity but something that can be hybrid and connected, offline and online. We share content through interactive channels that can communicate beyond the page. But is this activity lost within the noise of modern communication? What are the actual benefits of the digitization of content? Do some forms of content still work better on paper? Are we genuinely utilizing the full potential of digital formats?

We would like you to reflect on the book as an interactive object and an object of communication; books — novels, dictionaries, catalogues, instruction books, recipe books, travel guides, picture

books, and photo books, all need to communicate and impart information. Analogue books are interactive — think about turning the page, flipping through forwards and backwards, using an index. What can new digital tools offer us within this communication? You can take these ideas further by de-constructing the book and reconstructing it in your way.

This project actively encourages alternative ways of approaching the book form to explore experimental design methods and bring your original static content to life.

Task/s

### Part 1 UNDERSTAND WEEK 01

Explore your given texts fully and think about the following:

- the meaning of the text
- tone of voice
- key words and adjective words
- the narrative structure

### Part 2 PLAY WEEKS 02-03

From work undertaken in the Understand stage, you must plan to design this into a new publication form. Be playful and have fun; it's really about your creative ideas at this stage.

- decide who your audience will be for your communication
- consider how your given narrative can be expressed through our layout and visual design choices
- consider imagery and sound
- consider the most appropriate channels and tools to activate your content

### Part 3 AMPLIFY WEEKS 04-05

Create the final publication.

You will be assessed on the appropriateness of your output, how this has been elevated beyond the original static content, and your overall craft skills in presenting the final design.

### **Project Aims**

This project aims to engage in experimental practice-based research to further your understanding of the book and publications as objects of communication. You will identify how the alternative book format can function as a practical, interactive object of information and storytelling, how your ideas can be curated and presented experimentally, and how concepts and content can work together.

We expect you to push the limits of a publication, to overturn common preconceptions of the printed page whilst making an object that the reader can pick up, enjoy and understand. In short, we are looking for a new type of Publishing Form that works in terms of effect and storytelling and the documentation of ideas that must be aligned with the content.

Think carefully about what a book does and how you can make it do more by adopting the format. Think about loose leaves, fold-out pages, supplements, and multiple volumes; think about incorporating hyper-links; you can incorporate

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#### Academic Integrity:

It is important that the work you submit for assessment is your own and does not include material that has been submitted for previous modules. Any third party elements must be clearly cited. For detailed guidance about plagiarism and the broader Academic Integrity policy of the University of Southampton please refer to the document: Academic Integrity Guidance for Students.

It is the duty of all students to work in a safe & healthy manner and to have a duty of care unto yourself and others. Please ensure that you are aware of the relevant Health & Safety requirements for all activities that you undertake during your study. In particular you must refer to Studio & Workshop codes of practice, attend all mandatory and relevant training, and refer to the traffic light system for equipment use. Please check with your academic staff if you are required to complete a project proposal from and/or a specific risk assessment

<http://wsa.wikidot.com/healthandsafety>

motion design or sound; think about boxes and other containers as books; think about shape, size and volume. What is suitable for your chosen audience? It could be a printed publication, an e-pub, a web-based or a combination. Your Publication Form may be completely book-like in form but hybrid within its function.

### **The deliverables**

- (1) Your finished Publishing Form containing the full text. You can use imagery, and audio. Created by you or online repositories of public-domain content to consider during this stage: Internet Archive; Flickr or Wikimedia Creative Commons; various individual institutions releasing archival content online (eg Met Museum, Getty Foundation, British Library, etc)
- (2) Minimum of 2 x Sketchbooks of research
- (3) Evidence of experimentation and idea development

### **Resources**

Internet Resources <https://queer.archive.work/library/download/index.html>  
<https://oa.letterformarchive.org/> <https://toolkit.press/index.html> <http://avant.org/>  
<https://print.are.na>  
<http://p-dpa.net>  
 – Post-Digital Print, The Mutation of Publishing since 1894, Alessandro Ludovico  
 – From Print to Ebooks, A Hybrid Publishing Toolkit for the Arts, DPT Collective  
 – Collect the WWWorld, The Artist as Archivist in the Internet Age, LINK Editions  
 – Public Domain imagery <https://guides.library.harvard.edu/law/pd-cc>

### **Project mode**

This is an individual project, but please take advantage of the availability of your peers to critique and test your project throughout.

### **Considerations**

You must decide how you will present your ideas within the structure of a new book form, considering the beginning and end and how you could use sequence or narrative to create a 'journey' through your book.

### **Making**

This will be assessed on your technical and processing skills and your craft skills in presenting the design visuals and final published form.

### **This project focuses on the following module learning outcomes:**

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|----|--|
| A1 | the lab project topic and an advanced understanding of a research topic                                  |
| A2 | theoretical underpinnings of design research and practice-led research.                                  |
| B1 | independently select and effectively employ advanced media production and design research methods;       |
| B2 | analyse complex range of material, identify and communicate a clear research focus.                      |
| C1 | communicate the process and outcomes of design activities in a range of outputs including an exhibition; |
| C2 | collaborate effectively on a group project and manage your time proficiently.                            |
| D1 | demonstrate exploratory, experimental and critical approaches to design via speculative outcomes;        |
| D2 | define a design approach and research focus;   |
| D3 | write reflectively and critically debate module's key themes at an advanced level.                       |

**The full learning outcomes, aims of the module and the Assessment criteria/rubric is**