

Skills Development Proposal

TO: Dr. Mattson

FROM: Darby Tanner

DATE: 10 February 2021

The purpose of this proposal is to identify the various skills I plan on developing throughout the Spring 2021 semester for Introduction to Publishing. I plan on developing both soft skills such as time-management and an “eye for design” as well as hard, technical skills for future mastery in the Adobe Suite.

Summary

First, I list personal learning outcomes that serve as end-of-semester goals. Second, I dedicate one page each to skills I want to learn in the following three (3) Adobe Suite programs: InDesign, Illustrator, and Photoshop. I will focus on most of my soft skills in InDesign and hard skills in Illustrator and Photoshop, with the majority of my skills development occurring in Illustrator. Third, I provide a color-coded Gantt chart

Learning Outcomes

1. I will take my skills development for the Adobe suite into my own hands by focusing on a certain set of skills for each software each week and documenting my progress.
2. I will be confident enough in InDesign to design various styles of documents that maintain a professional appearance and could include original charts, tables, or timelines.
3. I will be familiar enough in Illustrator and Photoshop to create simple, original designs as well as edit already existing photos or graphics.
4. I will learn enough skills in each software to apply to future careers and creations.

Software 1: InDesign

Color

Balance

Frame Tools

Page Masters

Alignment

Contrast

Software 2: Illustrator

Pen Tool

Clipping Masks

Pathfinder

Appearance

Making Brushes

Layers

Software 3: Photoshop

Adjustment Layers

B & W Conversion

Quick Mask

Exporting

Healing

Cropping

Timeline

| Week # | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|------------|--------------|---|-----------|---|---|---|----------------|---|---|----|
| Software 1 | [Yellow Bar] | | | | | | | | | |
| Software 2 | | | [Red Bar] | | | | | | | |
| Software 3 | | | | | | | [Dark Red Bar] | | | |

Conclusion

My learning outcomes for my skills development in three (3) programs of the Adobe Suite:

1. In InDesign, I will work on soft skills for design like balance, contrast, color, and position using the frame tools and page masters options. Ultimately, I want to be able to efficiently create a usable and aesthetically designed chart/table/timeline for any document.
2. In Illustrator, where I will spend the majority of my time learning skills, I want to master ten basic hard skills with significant focus on the pen tools, the pathfinder, and clipping masks.

In Photoshop, I will also work on imperative skills for the software, primarily management of adjustment layers, exporting documents correctly, and B&W conversion.

Publishing Plan

TO: Dr. Mattson

FROM: Darby Tanner

DATE: 09 February 2021

This publishing plan is for the publication of an original 20-page literary zine that includes full-page artwork, graphics, and text. It includes a summary of the proposed publication piece, estimated costs, and embedded examples of the zine's general layout and aesthetic.

Summary

A zine is typically defined as an ephemeral piece of self-published artwork for the purpose of circulation within small, "underground" groups. Therefore, it is the nature of the zine to become the vessel of social activists, creative souls, and those who have limited resources to speak their opinions or share their art.

A literary zine is a subgenre of both the literary magazine and the zine, focusing primarily on original written pieces of prose and verse with visual art dispersed throughout.

This publishing plan is for the publication of my own literary zine that will showcase select poems, prose stories, and artwork I've created in my personal journals throughout the past five years.

Layout / Genre Analysis

- description and image examples of expected zine layout/color scheme/content/etc.

Estimated Costs

| | B&W | Color | Total |
|----------------------------------|-----|-------|-------|
| <i>Mixam</i> | | | |
| Accent Printing Solutions | | | |
| <i>Print Ninja</i> | | | |
| | | | |

Timeline

| Week # | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-------------|---|---|---|---|---|---|---|---|---|----|
| Planning | | | | | | | | | | |
| | | | | | | | | | | |
| Development | | | | | | | | | | |
| | | | | | | | | | | |
| Peer Edits | | | | | | | | | | |
| | | | | | | | | | | |

Conclusion

As the development of the literary zine begins and I begin making major decision, the estimated cost of the zine will fluctuate*. However, the basic rates for B&W publication and color publication will remain relatively the same and updated estimated costs for batch prints will be easy to figure.

**The details of this publishing plan are available for feedback and revision by peers at any point in the Spring 2021 semester.*

Peer Review Questions

1. How do you respond to the format/organization of these pieces?
2. How can I represent the proposed skills I want to learn for each software in a concise and descriptive manner?
3. Should my use of color be more liberal or should I limit my color scheme strictly to the timeline(s)? In other words, are these documents visually engaging and readable with only B&W text?
4. Am I missing any sections that would be pertinent for a proposal or publishing plan? Are there any unnecessary sections?
5. The color-coded timelines aren't accurate at this point. That aside, is the concept of this Gantt chart-type timeline an effective visual for my proposed skills development over the semester? What suggestions do you have for better tracking progress of skill development?
6. Is the inclusion of a conclusion paragraph necessary on either draft, the Publishing Plan in particular?
7. What are the strengths of this draft that should be retained through future drafts? Glaring weaknesses that should be edited?