Skills Development Proposal

TO: Dr. Mattson

FROM: Darby Tanner

DATE: 18 February 2021

The purpose of this proposal is to identify the skills I plan on developing throughout the Spring 2021 semester for Introduction to Publishing. I plan on developing both soft skills such as an "eye for design" as well as hard technical skills for mastery in the Adobe Suite softwares InDesign, Illustrator, and Photoshop.

I. SUMMARY

First, I list 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 development in InDesign and hard skills development in Illustrator and Photoshop. The majority of my skills development will occur in Illustrator. Third, I provide a color-coded Gantt chart to visualize the timeline of my skills development, and last, I summarize the content of this proposal.

II. LEARNING OUTCOMES

1)   I will maximize my skills development for the Adobe suite by focusing on learning specific skills for each software every week and documenting my progress with screenshots.

2)   I will be confident enough in InDesign to design various styles of documents that maintain a professional appearance and could include charts, tables, and 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 apply the skills I have learned to the planning, creation, and design of Project 3.

III. SOFTWARE 1: InDesign

A. Balance

The first skill I want to develop is the design principle balance. To master balance, I must also understand the basics of color, contrast, alignment, and various other basic design principles. My improvement with balance will be obvious when comparing my designs, projects, and skills development samples. For instance, the difference in my understanding of balance is obvious in the following three documents:
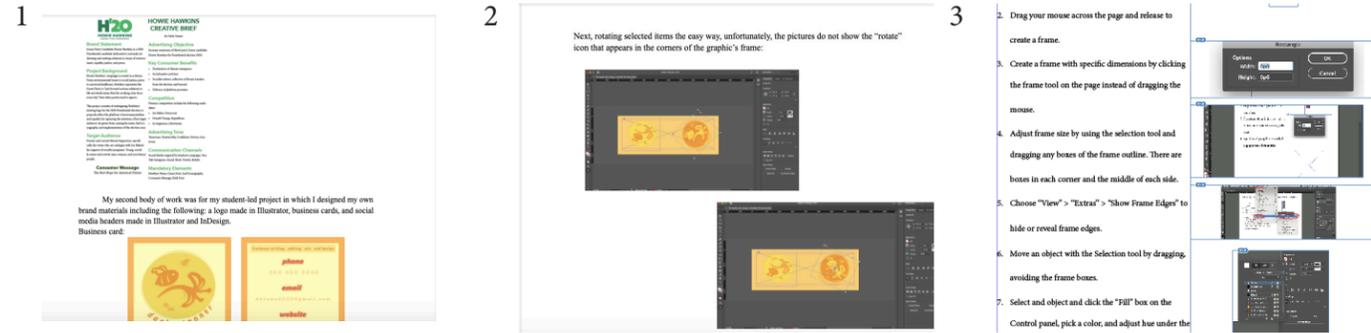

The first two documents are my Skills Development Sample #1 and #2, and the second document is Skills Development Sample #3. Because I used InDesign for #3, I was able to control the spacing and balance of the document much better than for my work in In Design.

B. Frame Tools

The next skill I will work on within InDesign is with frame tools. There are three types of frame tools in InDesign, and mastery over each is essential for creating effective documents in the software. I will include screenshots of my work in InDesign as well as step-by-step instructions to create each frame.

C. Page Masters

The last skill I will focus on in InDesign is understanding page masters, including how to create them and how to edit existing masters. My I will track my progress using screenshots and step-by-step instructions. For example:
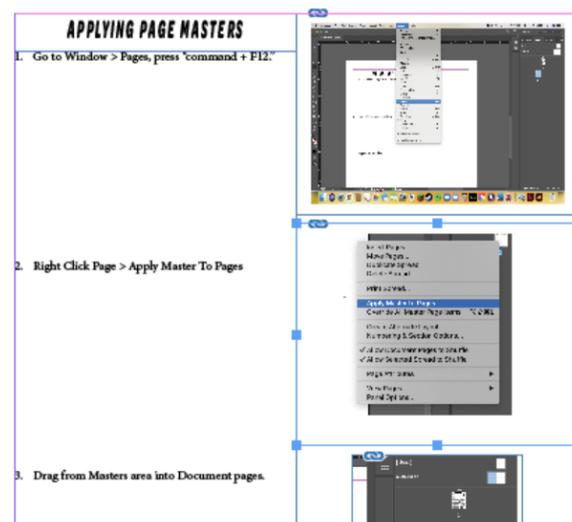
IV. SOFTWARE 2: Illustrator

A. Pen Tool

The pen tool is the most important tool for making vector designs in Adobe Illustrator. For every Illustrator skill, I will track my progress using screenshots and step-by-step instructions on how to make simple designs. I will also pull evidence from designs I have already made and take the reader step-by-step through the process of making that design.

B. Clipping Paths

Creating and clipping paths are used to conceal areas of images, graphics, or color without disturbing the existing object. Using the mask feature allows designers to quickly overlay colors and images over shapes and text.

C. Pathfinder

The pathfinder tool is used to combine and separate objects. It's primary use is creating new shapes within a design and is an essential tool for manipulating Illustrator creations.

V. SOFTWARE 3: Photoshop

A. Layers

The layers tool is the tool that I am most interested in mastering. Layers are used in each Adobe software I am familiar with, but I am most concerned with my mastery of the tool in Illustrator and Photoshop. Tracking my progress of layers will be more difficult that simply taking screenshots, but I will try and use screenshots and visual representations of my progress in my Skills Development Samples.
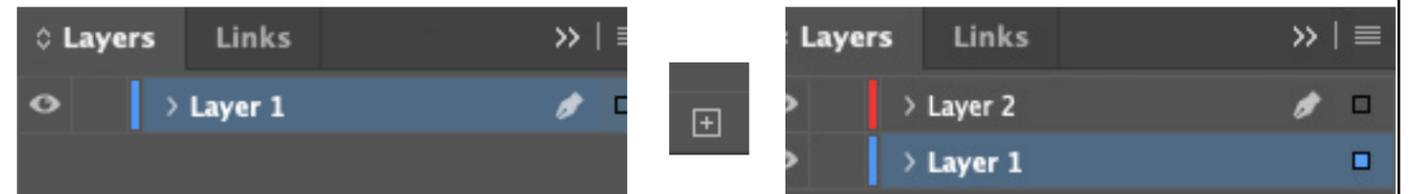
B. B & W Conversion

Converting color images to black and white can be achieved on nearly any social media app available. Photoshop is a professional-level software that has color sliders available to alter the tone of an image instead of being barred by presets.

VI. TIMELINE

Week #	1-6	7	8	9	10	11	12	13	14	15
Software 1	� yellow									
Software 2		▬▬▬▬								
Software 3						▬▬▬▬				

VII. 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 paths.

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

Publishing Plan

TO: Dr. Mattson

FROM: Darby Tanner

DATE: 09 February 2021

This publishing plan is for the publication of an original 20-24 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.

I. 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 sub-genre 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.

III. ESTIMATED COSTS

	1,500	B&W	1,000	Color	Total
Inkjet Printer [1]	20 p	$ 1.50/each	20 pg	$ 4.00/e	20p: 2 250 + 4 000 = **6 250**
	24 p	$ 1.80/each	24 pg	$ 4.80/e	24p: 2 700 + 4 800 = **7 500**
Office Depot [2]	20 p	$ 9.80/e	20 p	$ 13.80/e	20p: 14 700 + 13 800 = **28 500**
	24 p	$ 11.76/e	24 p	$ 16.56/e	24p: 17 640 + 16 560 = **34 200**

IV. POTENTIAL BARRIERS

Potential barriers for the planning, devlopment, and "printing" of Project 3 primarily lies in time management, curating the selection of my writings, and creating original artwork. I have to be able to balance making my literary magazine visually pleasing with keeping the content of my zine "up to standard" to the quality of already existing magazines. I plan on using my experience creating a zine in another class and for my Capstone to guide my work on Project 3. Here is a sample from my literary zine *Shakespeare and Social Justice:*
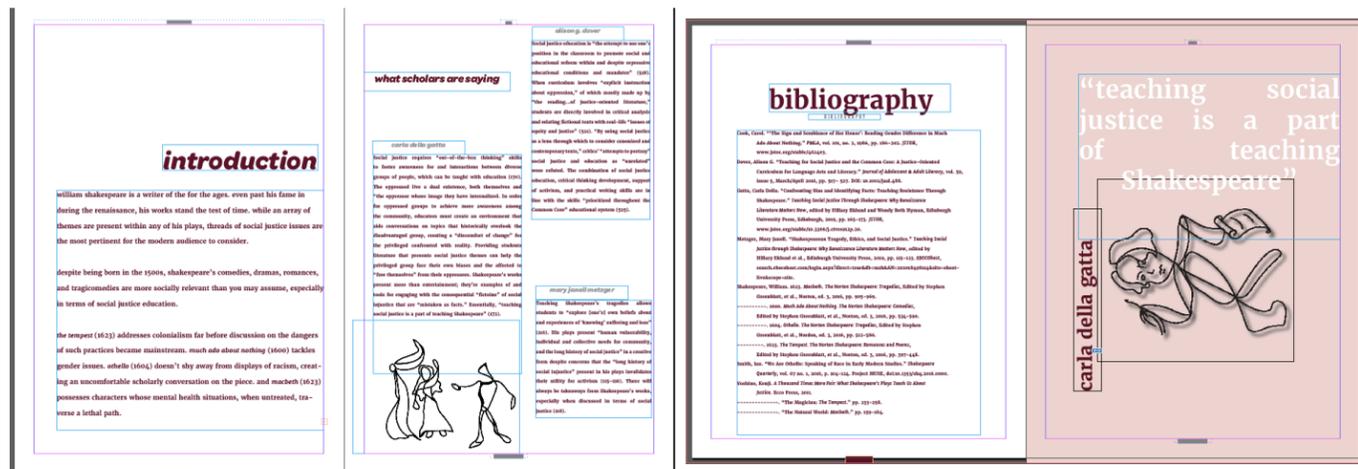
V. TIMELINE

Week #	6	7	8	9	10	11	12	13	14	15
Planning										
Development										
Peer Edits										

VI. CONCLUSION

As the development of the literary zine begins and I begin making major decisions, 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.

VII. REFERENCES

Website:

[1]   "Office Supplies, Furniture, Technology at Office Depot," *officedepot.com*. [Online]. Available: https://www.officedepot.com/vendor/vendorRouter.do?id=870284&configurableItem Type=CPD#/designer. [Accessed: 19–Feb–2021].

[2]   R. Errera, "Printing Costs: How To Accurately Calculate Your Printing Cost Per Page," *Toner Buzz*, 20–Aug–2019. [Online]. Available: https://www.tonerbuzz.com/blog/print ing-costs-how-to-accurately-calculate-your-printing-cost-per-page/#:~:text=Toner%20 cost%20per%20page%20is,for%20photos%20and%20heavy%20graphics. [Accessed: 19–Feb– 2021].