

Intro to Book Arts: Final Project

For the final project, you will produce a small edition of at least 3 copies of an artist's book featuring a piece/pieces of your own writing. The writing should already exist; you will be allowed to make minor edits or take excerpts to better accommodate your concept for this project, but you should NOT be doing comprehensive re-writes or generating entirely new content. Remember that your focus for this project should be on creating a book form, not on writing content for that book.

Overall Requirements:

- Projects should be driven by a well-formed and overarching concept
- Books must include text and graphics
- Books of poetry will contain 1-3 poems
- Books containing short fiction or non-fiction should contain no more than 1 story (or an excerpt).
- Books should incorporate standard publication information (title, author's name, author's bio, colophon, publication/copyright information).
- The books should be as close to identical as possible
 - *Your goal is a cohesive edition of books. If you wish to have any variation from book to book, you must provide in your first book proposal a detailed explanation of the variation and how it enhances your concept.*

To better allow you to focus on certain elements of the book arts, you will decide on a track at the beginning -- you will choose to either a.) make a traditional hardcover form that we've learned in class. or b.) create a new, non-traditional form.

Track 1: Traditional Binding

If you choose the traditional binding track, your edition will use one of the hardcover forms we have covered in class (French groove, Bradel, hardcover pamphlet, dos-a-dos, stab, drum leaf, or coptic). The focus of this track will be on creating a well-crafted edition of saleable quality. Your books will be evaluated first and foremost on the cohesion and quality of your concept and the level of your craftsmanship. That being said, your creative choices, the difficulty of the work, and the manner in which the book form fits the content will also be evaluated.

Track 2: Non-traditional Binding

If you choose a non-traditional binding, your edition should be either an entirely new or hybridized book form. The focus of this track is to stretch the idea of a book into new and interesting directions, with the goal of creating an art book that fully realizes and visually conveys the concept of the writing. Your books will be evaluated first and foremost on the creativity and cohesion of your concept, how fully you have stretched the book form, and how well the form ties to the written content. That being said, your craftsmanship and the difficulty of the proposed work will also be evaluated.

Your project should seek to fully embrace the form you have chosen, bringing the meaning of the story into the physical object into the book. The project should also fully explore the book as a handmade object (i.e. no printed and stapled pamphlet books).

Additional Components:

Project Budget & Edition Pricing -- You will be required to create a budget for the materials for this project. It should reflect materials only, not tools (as tools were an outside expenditure for the class). You should aim to spend no more than \$100 on the final three books. If you choose to go beyond this budget, you must include a justification in your final write-up for why you opted to do so. You will also be expected to establish and justify a price for your books that takes into consideration materials and time.

Production Schedule -- You will be required to draft a production schedule for the overall project, which you will expand and refine as you move through the various steps.

Due Dates

April 15/17 -- Step 1 Due (50 Homework Points)

Write a double-spaced, two-page book plan explaining the following: [40 points]

- Which author/piece of writing you will be working with and why
- Which track you have chosen for the project
- Your overall concept for the book (what form will you use, what effect are you trying to achieve, what is your intent for the final product)

You should also create the following: [10 points]

- A list of proposed materials and their estimated cost
- A schedule for production.

April 22/24 -- Step 2 Due (75 Homework Points)

Begin testing and developing your book. You should:

- Produce at least one mock up of the book that includes the materials you intend to use as well as at least 50% of the text and graphics. [40 points]
- Write a double-spaced, one-page progress report explaining any changes to the plan--what worked, what didn't, what you will change going forward. [20 points]
- Revise your budget and production schedule to reflect any changes that will come as a result of your discoveries [15 points]

April 29/May 1 -- Step 3 Due (75 Homework Points)

- Produce a revised mock-up using nearly 100% of the materials, text, and graphics (i.e., a very polished, nearly final draft). Your second mock-up should demonstrate significant improvement or evolution from the original. [40 points]
- Write a double-spaced, one-page progress report explaining the reasons for any further changes or adaptations you have made. [20 points]
- Revise your budget and production schedule to reflect any changes that will come as a result of your discoveries [15 points]
- Prepare for one-on-one meetings with instructor. You should bring BOTH mock-ups to your meeting.

May 6/8-- Step 4 Due (100 major project pts.)

- Make the edition of 3 books and bring them to class (instructor will keep one copy)
 - Bring your two mock-ups to class
 - Write a two-page self-evaluation using the questions from the website as a guide.
 - Revise and finalize production schedule
 - Produce final budget, with addition of final price for book and 1 paragraph explanation of why you've established that price (materials cost per book, value you've placed on your time, other considerations, etc.) .
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TRACK 1 RUBRIC	Excellent (A)	Above Average (B)	Average (C)	Below Average (D)	Unsatisfactory (F)
Quality and execution of concept [30 pts.]	The concept is very well thought-out and is evident in all aspects of the book. (27-30 pts.)	The concept is well thought out and evident in most aspects of the book. (24-26 pts.)	The concept has been given consideration and is evident in some aspects of the book. (21-23 pts.)	The concept has been given little consideration and is apparent in at least one aspect of the book. (18-20 pts.)	There is no apparent concept and the various elements of the book appear disparate and unlinked. (0-17 pts.)
Craftsmanship [30 pts.]	The books are extremely well constructed with no apparent flaws. (27-30 pts.)	The books are very well constructed with very few, very minor flaws. (24-26 pts.)	The books are well constructed with some surface flaws. (21-23 pts.)	The books show some attempt at quality, but have substantial surface and construction flaws. (18-20 pts.)	The books show no attempt at quality and have major surface and construction flaws. (0-17 pts.)
Difficulty of proposed work [20 pts.]	The concept and construction of the book are both clearly a great challenge to the student. (18-20 pts.)	The concept and construction of the book offer substantial challenge for the student. (16-17 pts.)	The concept and construction present a moderate challenge to the student. (14-15 pts.)	The concept and construction present minimal challenge. (12-13 pts.)	The concept and construction present little to no challenge. (0-11 pts.)
Pairing of book form and content [10 pts.]	The book form and content are clearly and deeply connected in a way that not only fits the concept but enhances it. (9-10 pts.)	The book form and content are well connected in a way that begins to build on the concept. (8 pts.)	The book form and content are connected and show some attempt at expressing the concept. (7 pts.)	The book form and content show minimal connection and the expression of concept is minimal. (6 pts.)	The choice of form and content seems entirely coincidental. (0-5 pts.)
Required Elements [5 pts.]	All of the required elements are skillfully and intentionally included. (5 pts.)	About 80-90 percent of the required elements are intentionally and skillfully included (4 pts.)	At least half the required elements are present. They are clearly not an afterthought. (3 pts.)	At least 30-40 percent of the required elements are included. They may seem haphazard. (2 pts.)	None or almost none of the required elements have been included, or they seem to have been tacked on as an afterthought. (0-1 pts.)
Reflection	Is thoughtful, addresses the required points, and fully explains the process and concept. (5 pts.)	Addresses almost all of the required points, and does a good job of explaining the process and concept. (4 pts.)	Addresses more than half the required questions and attempts to explain process and concept. (3 pts.)	Addresses some of the required questions and makes minimal attempt to explain process and concept. (2 pts.)	Is incomplete or absent. (0-1 pts.)

Total: /100 pts.

TRACK 2 RUBRIC	Excellent (A)	Above Average (B)	Average (C)	Below Average (D)	Unsatisfactory (F)
Quality and execution of concept [30 pts.]	The concept is very well thought-out and is evident in all aspects of the book. (27-30 pts.)	The concept is well thought out and evident in most aspects of the book. (24-26 pts.)	The concept has been given consideration and is evident in some aspects of the book. (21-23 pts.)	The concept has been given little consideration and is apparent in at least one aspect of the book. (18-20 pts.)	There is no apparent concept and the various elements of the book appear disparate and unlinked. (0-17 pts.)
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Total: /100 pts.