

2015 SPRING SEMESTER

59 Carroll Hall

Mondays and Wednesdays

3:35 p.m. to 5:25 p.m.

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Office Hours


Mondays and Wednesdays

1:45 p.m. to 3:00 p.m.

and by appointment

JOMC483

Magazine Design (print & iPad)



The magazine industry is characterized by **competition**. Whether a magazine is nationally distributed for a mass audience or a highly specialized title, it will likely have several direct and many more indirect competitors fighting for the same subscribers and advertisers.

To stand out in this crowd, magazines must establish a **recognizable brand**. And while this is done through unique content and the voice of the publication, these concepts are projected through design.

In JOMC483 you will work in a team to develop a design strategy for a new magazine, and then you will produce the first edition. In this class we will work with Professor Linda Brinson's magazine editing class, which will provide the concept and content for our publication. We will also have an iPad only magazine that you all will develop from the ground up.

Description and policies

Course description

In **Magazine Design** you will put the skills from **Introduction to Graphic Design** and **Newspaper Design** to work as you prototype and create a new publication from scratch.

In this class you will continue to develop your skills in **Adobe InDesign, Photoshop and Illustrator**.

This is a project-based class, and you will be working in teams for the semester. Thus, attendance and participation will be crucial, and unexcused absences **will affect your final grade**. You will be doing **peer evaluations** during the semester, and these will also be part of the grading.

I expect that you will conduct yourselves within the guidelines of the Honor System. All work must be completed with the high level of honesty and integrity that this university demands.

Note: The schedule in this syllabus is a **guideline**, and the production schedule is likely to be updated as the semester progresses.

Attendance Policy

Each student will be allowed two unexcused absence. Additional unexcused absences will result in a 5% reduction in your final grade.

In addition, every five late arrivals will result in a 5% reduction in your final grade.

The values and competencies are:

- *Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;*
- *Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;*
- *Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;*
- *Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;*
- *Understand concepts and apply theories in the use and presentation of images and information;*
- *Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;*
- *Think critically, creatively and independently;*
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;*
- *Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;*
- *Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;*
- *Apply basic numerical and statistical concepts;*
- *Apply tools and technologies appropriate for the communications professions in which they work.*

Assignments and grading

Grading

This is a project-oriented course. Therefore, the grading will be based on various in-class/take-home projects.

Components

Front of Book Print

Well Content Print

Back of Book Print

iPad

Creative

Total

Value

20%

25%

20%

15%

20%

100

Scale

Points

93-100

90-92

87-89

83-86

80-82

77-79

73-76

70-72

67-69

63-66

60-62

59 and below

Grade

A

A-

B+

B

B-

C+

C

C-

D+

D

D-

F

Assignments and grading

Grading criteria

Be prepared to aggressively work on your magazines outside of class. You will have time during class for hands-on work, but there will be lots of work needed outside of class to accomplish the expected goals of excellence. It is the responsibility of each designer to organize their time in order to meet the deadlines.

This is a capstone class, where you are expected to apply the skills learned in Graphic Design, Newspaper Design and other preceding classes. Your pages are evaluated on the application of the design principles and software uses learned in the prerequisites. However, you are expected to push creatively and build from there. You are encouraged and expected to push for high innovative and creative goals.

These are the main general grading criteria I will be using for the projects:

1. Aesthetic design and good use of typography.
2. Innovation (efforts that go beyond the status quo to further the story and enhance communication in different and effective ways).
3. Execution.

Every project must be completed on schedule (sometimes these deadlines are established days and weeks in advance like a real magazine startup).

Three things that you want to avoid and that could have a negative impact on your grade:

- 1) Coming to class late.
- 2) Texting on and updating on your phone.
- 3) Checking email, writing emails and going on Facebook in class.

Please be professional!

iPads

If you have access to an iPad or can get someone to buy you one, now would also be a good time get one (or a good excuse to beg for one). However, each of the selected leaders will have access to the three iPads that belong to our visual communication sequence.

Course calendar

NOTE: This schedule is a guide and based on real-world startup magazines and iPad creation. Therefore, it may have slight tweaks and change somewhat as the semester progresses.

		<i>Discussion</i>	<i>Notes</i>
<i>January</i>	Wednesday 7	Introduction to the course, orientation to the lab, setting goals. Creative project begins.	
	Monday 12	Creative production. Creative talk.	
	Wednesday 14	Creative production	
	Monday 19	NO CLASS: Holiday	
	Wednesday 21	Alternative story forms	
	Monday 26	Meet with Professor Brinson's class to hear print magazine pitches. Creative spreads due.	
	Wednesday 28	Announcement of Magazine choices. Begin print magazine foundation.	
<i>February</i>	Monday 2	Work on style guides/prototypes. iPad research/explorations. Discussion Story list for print.	
	Wednesday 4	Continue production, but also work with writer as needed.	
	Monday 9	Continue production, but also work with writers.	
	Wednesday 11	Continue production, but also work with writers. Print magazine style, templates, etc. should be completed.	
	Monday 16	Tweak style guides/prototypes. iPad research/explorations. Plan and preparation for FOBs.	
	Wednesday 18	FOB print content due to designers	
	Monday 23	Work on FOB pages.	
	Wednesday 25	Work on FOB pages. Finalize file structure/organization on server for both iPad and print.	

Course calendar

		<i>Discussion</i>	<i>Notes</i>
<i>March</i>	Monday 2	Work on FOB pages. Plan and preparation for Wells.	It is important to get aggressive here and get ahead because is gets pretty crazy after break.
	Wednesday 4	Plan and preparation for Wells. Make progress with iPads structure/details. FOBs due in our class.	
	Break		
	Break		
	Monday 16	FOB PDFs to writers at the start of class. Plan and preparation for Wells.	
	Wednesday 18	Production: Well content due to designers This is where the overlap starts. Work to correct/tweak FOBs. Discuss cover art w/writers	
	Monday 23	Production: Well, Cover. iPad production	FOB to bed. Even more outside class production and team sessions needed about this point in the semester.
	Wednesday 25	Production: Well, Cover. Print BOB stories from writers.	Same as above.
	Monday 30	Production: Well, Cover. Well due in our class. Work on iPads. ToC due to us.	Tighter turnaround for BOBs. Plan accordingly.
<i>April</i>	Wednesday 1	Well PDFs due to writers at start of class. Deliver Cover PDF to writers (or next class if needed). Production: BOB content to designers.	Hustle hard!
	Monday 6	Work to correct/tweak Wells. BOB due in our class.	Even more outside class production and team sessions needed about this point in the semester.
	Wednesday 8	BOBs PDFs due to writers. Work on iPads. Editors Note due to designers.	Well to bed. All Hands on Deck!
	Monday 13	Production: All outstanding elements Work to correct/tweak BOBs. Finish iPads	All Hands on Deck! BOB to bed
	Wednesday 15	Production: All print production checks are complete. Finish iPads	All Hands on Deck!
	Monday 20	Production: Upload to California goal.	Yay! Team!
	Wednesday 22	Any loose ends finished. Upload to Apple target for iPad. Although we don't have a final scheduled for our class, please plan to avail yourself to the team after the last day of class if we have any unexpected technical issues (hopefully we won't).	Yay! Team!