

## 2015 FALL SEMESTER

59 Carroll Hall

Mondays and Wednesdays

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

Terence Oliver Associate Professor

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### Office Hours

Mondays and Wednesdays

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

and by appointment

JOMC483

# Magazine Design



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.

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

### Honor Code:

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

### Seeking Help:

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

### Diversity:

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

### Special Accommodations:

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

### ACCREDITATION

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last seven bullet dots under "Professional values and competencies" in the link above.

## Grading

This is a project-oriented course. Therefore, the grading will be based on **various in-class/take-home projects** (The magazine prototype and style guide, FOB content, BOB content and the design of your well content). Because this class is also about working in groups, some of your evaluation of will be determined by how you worked and communicate with your art director and others.

### Components

	Value
Front of Book Content	25%
Well Content	25%
Back of Book Content	25%
Warm-up creative	25%
Total	100

### Scale

Points	Grade
93-100	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
59 and below	F

## Grading criteria

Be prepared to work on your magazines outside of class. You will have time during class for hands-on work, but this generally will not be nearly enough. Computer labs can be used outside of class hours, and you are welcome to work on your laptop. It is the responsibility of each design team to organize their time in order to meet the deadlines. Each individual must take responsibility and will be held accountable.

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 and how you work with the leadership and team will have some bearing on the assessment.

This will be a newsroom-type atmosphere, so you are expected to conduct yourself in a professional manner.

### **Attendance Policy**

Each student will be allowed two unexcused absences. Each 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.

## Course calendar

NOTE: This schedule is a guide that is based on real world start-ups and iPad creations and will change somewhat as the semester progresses.

<i>August</i>	Wednesday 19	Introduction to the course, orientation to the lab, setting goals and expectations. Creative Assignment given and design talk 1.
	Monday 24	Creative Magazine Design Talk 2 Creative Production
	Wednesday 26	Creative Production
	Monday 31	Creative Production
<i>September</i>	Wednesday 2	Creative Magazines DUE Listen to magazine pitches
	Monday 7	NO CLASS: Holiday
	Wednesday 9	Announcement of Magazine choice. Discussions with writers and start work on project foundation. Work on style guide.
	Monday 14	Alternative Story talk.. Brainstorming session for visuals. Work on style guide.
	Wednesday 16	Story list due to designers Discuss solid ideas with leaders. Develop print and iPad strategies.
	Monday 21	Work on to finalize style guides. Page templates. Discuss solid ideas with leaders. Develop print and iPad strategies.
	Wednesday 23	Solidify style guide. Page templates.
	Monday 28	Production
	Wednesday 30	Production FOB content to designers
<i>October</i>	Monday 5	FOB to designers
	Wednesday 7	Production

## Course calendar

<i>October</i>	Monday 12	Production	
Fall break starts at 5pm	Wednesday 14	Production	
	Monday 19	Production	
	Wednesday 21	Well content to designers FOB pdfs due to writers	
	Monday 26	Production	
	Wednesday 28	Production and leaders discuss cover art ideas with writers.	Deal with Cover art. Remember from here on out, as pages are put to bed iPad must be worked on.
<i>November</i>	Monday 2	Production FOB put to bed.	
	Wednesday 4	Well pdfs due to writers. PDF of cover for writers to see. TOC lines given by writers	Don't forget to stay on top of iPad for the remainder of semester.
	Monday 9	Production	
	Wednesday 11	Production	
	Monday 16	Production BOB pdf proofs due to writers and wells put to bed	
	Wednesday 18	Production	
	Monday 23	<b>Finish iPad design production</b> BOB put to bed	
	Wednesday 25	<b>Thanksgiving Break</b>	
	Monday 20	Final cleanup and Package creation for printing	
<i>December</i>	Wednesday 2	Any loose ends finished	

We are actually committed until our final. However, the goal for this class has always been to have the print and iPad upload for publishing before then. We have to push hard all semester long.