

2016 SPRING SEMESTER

59 Carroll Hall

Mondays and Wednesdays

3:35 p.m. to 5:20 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>January</i>	Monday 11	Introduction to the course, orientation to the lab, setting goals and expectations. Creative Assignment given and design talk 1.
	Wednesday 13	Creative Magazine Design Talk 2 Creative Production
	Monday 18	NO CLASS: Holiday
	Wednesday 20	Creative Production
	Monday 25	Creative Magazines DUE Listen to magazine pitches
	Wednesday 27	Announcement of Magazine choice. Discussions with writers and start work on project foundation. Work on style guide.
<i>February</i>	Monday 1	Alternative Story talk.. Brainstorming session for visuals. Work on style guide.
	Wednesday 3	Story list due to designers Discuss solid ideas with leaders. Develop print and iPad strategies.
	Monday 8	Work on to finalize style guides. Page templates. Discuss solid ideas with leaders. Develop print and iPad strategies.
	Wednesday 10	Solidify style guide. Page templates.
	Monday 15	Production
	Wednesday 17	Production
	Monday 22	FOB to designers
	Wednesday 24	Production
	Monday 29	Production

Course calendar

<i>March</i>	Wednesday	Production
	Monday 7	FOB due in our class
Fall break starts at 5pm	Wednesday 9	Production
	Monday 21	FOB PDFs to writers
	Wednesday 23	Well content to designers Production and leaders discuss cover art ideas with writers.
	Monday 28	Production FOB put to bed.
	Wednesday 30	TOC lines given by writers Production
<i>April</i>	Monday 4	BOB content to designers
	Wednesday 6	Well PDFs to writers Production
	Monday 11	Production
	Wednesday 13	Production BOB pdf proofs due to writers and wells put to bed
	Monday 18	Finish iPad design production BOB put to bed
	Wednesday 20	Final cleanup and Package creation for printing
	Monday 25	Any loose ends finished Upload to California
	Wednesday 27	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.