

2014 FALL SEMESTER

59 Carroll Hall

Mondays and Wednesdays

3 p.m. to 4:50 p.m.

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Office Hours

Mondays and Wednesdays

1:30 p.m. to 2:30 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 poli-

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 CS6, Photoshop CS6 and Illustrator CS6. We will also have the Creative Cloud that I will talk you all about.

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.

Core Values

- 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.
- Units requesting evaluation of a graduate program must also demonstrate how their master's graduates attain this additional core competency;
- Contribute to knowledge appropriate to the communications professions in which they work.

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, 5% of your grade will be determined by how you worked with your art director and others.

Components

	Value
Front of Book Content	20%
Well Content	30%
Back of Book Content	20%
Warm-up creative	25%
Participation	5%
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

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

Three things that you want to avoid and that could have a negative impact on your grade: (just be professional)

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

Guest speakers

During the semester I will try to bring a design industry leader to class as a guest speaker via Skype.

Attendance Policy

Each student will be allowed two unexcused absence. Additional unexcused absences will result in a 5% reduction in your final grade. Excused absences (doctor's note or cleared with me in advance) do not affect your 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 20	Introduction to the course, orientation to the lab, setting goals and expectations. Creative Assignment given.	
	Monday 25	Creative Magazine Design Talk	
	Wednesday 27	Creative Production	
<i>September</i>	Monday 1	NO CLASS: Holiday	
	Wednesday 3	Creative Production	
	Monday 8	Creative Magazines DUE Listen to magazine pitches	
	Wednesday 10	Alternative Story talk. Announcement of Magazine choice. Discussions with writers and start work on project foundation. Work on style guide.	Discuss ideas storylist ideas with newsroom. Develop print and iPad strategies.
	Monday 15	Brainstorming session for visuals Work on style guide.	
	Wednesday 17	Story list due to designers Discuss solid ideas with leaders. Develop print and iPad strategies.	
	Monday 22	Work on to finalize style guides. Page templates. Discuss solid ideas with leaders. Develop print and iPad strategies.	
	Wednesday 25	Solidify style guide. Page templates.	
	Monday 30	Production	
<i>October</i>	Wednesday 1	Production	FOB content to designers
	Monday 6	FOB to designers	
	Wednesday 8	Production	

Course calendar

<i>October</i>	Monday 13	Production	
Fall break starts at 5pm	Wednesday 15	Production	
	Monday 20	Production and FOB pdfs due to writers	
	Wednesday 22	Well content to designers	Well content to designers
	Monday 27	Production	Balance of FOB proofs back
	Wednesday 29	Production and leaders discuss cover art ideas with writers. FOB put to bed.	Deal with Cover art. Remember from here on out, as pages are put to bed iPad must be worked on.
<i>November</i>	Monday 3	Production and BOB content due to designers	BOB content to designers
	Wednesday 5	Well pdfs due to writers. PDF of cover for writers to see.	Don't forget to stay on top of iPad for the remainder of semester.
	Monday 10	Production and wells put to bed	
	Wednesday 12	Production	
	Monday 17	Production BOB pdf proofs due to writers	
	Wednesday 19	Production and BOB put to bed	
	Monday 24	Finish iPad design production	
	Wednesday 26	Thanksgiving Break	
<i>December</i>	Monday 3	Final cleanup and Package creation for printing	
	Wednesday 3	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.