

2013 FALL SEMESTER

59 Carroll Hall

Mondays and Wednesdays

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

Terence Oliver Assistant professor

76 Carroll Hall

(919) 843-5841

olivert@email.unc.edu

Office Hours

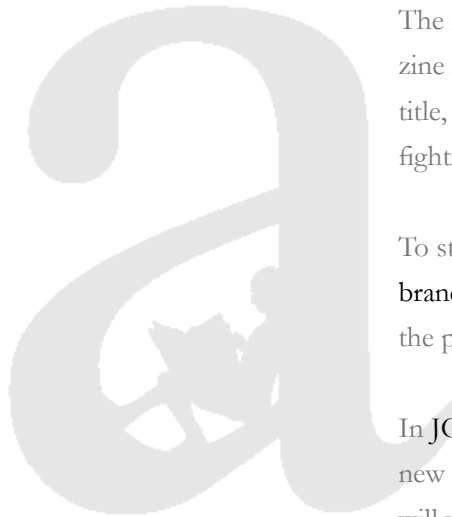
Mondays and Wednesdays

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 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 CS6, Photoshop CS6 and Illustrator CS6.

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.

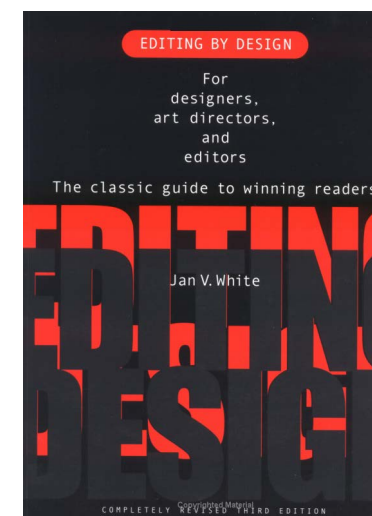
I expect that you will conduct yourselves within the guidelines of the Honor System. All work must be completed with the high level of honesty and integrity that this university demands.

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. 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.



Recommended reading

Editing by Design

Jan V. White - Allworth Press (2003)
Available on Amazon.com

Items to purchase

USB stick

You will need a USB stick to back up your files. Please remember that you are responsible for backing up your work. No deadline can be missed due to loss of data.

Assignments and grading

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, 10% 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	20%
Participation	10%
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

Assignments and grading

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 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.

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:

- 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 design industry leaders to class as a guest speakers via Skype.

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 21	Introduction to the course, orientation to the lab, setting goals and expectations	
	Monday 26	Creative Magazine Design Talk	
	Wednesday 28	Alternative Story talk and Creative Production	
<i>September</i>	Monday 2	NO CLASS: Holiday	
	Wednesday 4	Creative Magazines DUE Meet with Professor Brinson's class to hear magazine pitches (all participate). This will take about one hour.	
	Monday 9	Announcement of Magazine choice. Setup newsroom and start work on project foundation.	
	Wednesday 11	Work on style guide.	Discuss ideas storylist ideas with newsroom. Develop print and iPad strategies.
	Monday 16	Story list due to designers??? Brainstorming session for visuals	FOB content to designers
	Wednesday 18	Work on style guide. Discuss solid ideas with leaders. Develop print and iPad strategies.	
	Monday 23	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 2	Production	
	Monday 7	FOB to designers	
	Wednesday 9	Production	

Course calendar

<i>October</i>	Monday 14	Production	
Fall break starts at 5pm	Wednesday 16	Production	
	Monday 21	Production	
	Wednesday 23	Production	
	Monday 28	Production	Well content to designers Balance of FOB proofs back
	Wednesday 30	Production	Deal with Cover art
<i>November</i>	Monday 4	Production	
	Wednesday 6	Production	
	Monday 11	Production	BOB content to designers
	Wednesday 13	Production	
	Monday 18	Production	
	Wednesday 20	Production	
	Monday 25	Thanksgiving Break	
	Wednesday 27	Final cleanup and Package creation for printing	
	Monday 2	Any loose ends finished	
	Wednesday 4		