

2019 FALL SEMESTER
59 Carroll Hall
Tuesdays and Thursdays
4 p.m.

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Office Hours
Mondays and Wednesdays
12:15 p.m. to 1:45 p.m.
and by appointment

MEJO683

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 MEJO683 you will work in a team to develop a design strategy for a new magazine, and then you will produce the first edition.

Description and policies

Course Description

In **Magazine Design** you will put the skills from **Introduction to Graphic Design** and **News 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 capstone 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 (policy on page 4)**. **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 School of Media and Journalism adopted Diversity and Inclusion Mission and Vision statements in spring 2016 with accompanying goals - <http://www.mj.unc.edu/diversity-and-inclusion>.

The University's statement:

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 based on 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 Media and Journalism'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.

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, some of your evaluation of will be determined by how you worked and communicate with your art director and others.

Components

	Value
Front or Back of Book Content/Design	25%
Well Content/Design	30%
Digital Design/Promo	15%
Creative Covers	30%
Total	100

Scale

Points	Grade
94-100	A
90-93	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
65 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 encouraged 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/creativity (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 at every stage also will have a strong bearing on the assessment.

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

Grad students: The grade of H should be reserved for truly outstanding work, and it is given rarely. A grade of P is the most common grade, and one students should be proud of. A grade of L is cause of concern. Some of your assignments will also be different from undergraduates.

Attendance Policy

Each student will be allowed two unexcused absences. Since any absence will affect the team, when you are not going to make it to class you must email the professor and the art director before class. Each additional absences beyond two will result in a 5% reduction in your final grade. In addition, every four 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 digital supplement creations and will change somewhat as the semester progresses.

August	Tuesday 20	Introduction to the course, orientation to the lab, setting goals and expectations.
	Thursday 22	Creative Assignment given and Design Talk 1.
	Tuesday 27	Creative Magazine Design Talk 2 Creative Production
	Thursday 29	Creative Production
September	Tuesday 3	Creative Production
	Thursday 5	Creative Production Discuss Idea Pitches.
	Tuesday 10	Creative Production & Continue Magazine Idea Discussions
	Thursday 12	Creative Cover & Spread Due Continue Magazine Idea Discussions
	Tuesday 17	Magazine idea presentations. Make Decision. Start work on style guide and story list.
	Thursday 19	Continue work on style guide and story list. Work on FOB/BOB
	Tuesday 24	Work to finalize style guide and page templates. Discuss solid ideas with leaders.
	Thursday 26	Production
October	Tuesday 1	Production
	Thursday 3	Production
	Tuesday 8	Production

Course calendar

	Thursday 10	FOB/BOB Due
October	Tuesday 15	Well Production
Fall break	Thursday 17	
	Tuesday 22	FOB/BOB Put to Bed Well Production
	Thursday 24	FOB pdfs due to leaders
	Tuesday 29	Production
November	Thursday 31	Production and leaders discuss cover art ideas with professor. Well Due
	Tuesday 5	Production
	Thursday 7	TOC lines should be figured out.
	Tuesday 12	Production and should have ads from Dana PDF of cover for professor to see.
	Thursday 14	Wells put to bed
	Tuesday 19	Production digital proofs due to leaders
	Thursday 21	Production to finalize digital
	Tuesday 26	Thanksgiving Break
	Thursday 28	Complete digital design production for upload
December	Tuesday 3	Final cleanup and Package creation for printing

Any loose ends finished

Final exam celebration: We will have our exam on Thursday, December 5 at 4pm. It will include a special portfolio review, career talk and celebration of any December graduates. This will also include food and drinks.