

2020 FALL SEMESTER  
Online  
Tuesdays and Thursdays  
4:45pm-6:30pm

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Office Hours  
By appointment (flexible)

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 teams to develop a design strategy for a new magazine, and then you will produce the first edition.

This class is a capstone, where you will be expected to apply the skills learned in Graphic Design, News Design and other preceding or relevant classes. Another aspect to take into consideration is the fact that we aim to start with nothing and create a unique and impactful start-up magazine, along with that comes the natural evolution, iterations and professional edits. Once we start the magazine process, student leaders will be mentored and tasked to capture the creative vision of class and produce unique and creatively captivating magazines.

With the large number of students in this class, we will most likely have the great opportunity to produce two impactful and creative magazines.

## 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. Typically, students have time during class for hands-on work, but that generally was not be nearly enough. The bulk of the work was always done outside of class, and there is reason to be even more fierce and organized with production outside of class now. It is the responsibility of each designer on the 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.

For grad students: The grade of H is reserved for truly outstanding work, and it is given rarely. A grade of P is the most common grade, and one student should be proud of. A grade of L is cause of concern. These grades do not have a numerical value. Some project demands and deliverables will have more rigor than 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.

Note: Will will also have special speakers from the magazine industry periodically connect with our class.

## ZOOM GUIDELINES FOR QUALITY ONLINE LEARNING EXPERIENCE & OUR CLASS RULES OF THE ROAD:

Our Road:

- >Try treat this like our regular classroom to normalize as much as possible
- >Be present — video/audio/chat. However, you can mute your audio until you are ready to speak to keep distractions down.
- >Dress appropriately
- >At some point internet issues will happen. If your Internet goes down during class, please log back on as soon as possible. If the professor's Internet goes down, all students should wait a few minutes to allow the professor to reconnect and then log back on.
- >If you are having trouble logging on, please continue to do so while class is in session, but please email the professor or communicate to someone in the class who can pass the word along (or both).
- >Aim to join class early to ensure a proper connection (keep trying if there are issues and alert via email).
- >Raise your hand, use hand icon or the chat to get attention at anytime. Please help each other and the professor if someone is trying to get attention or trying to be heard. We need each other for support and to make this the best experience.
- >Class will be recorded each day, but not made public. You can re-watch and review at any time.

Some ways that students can help the professor so we can focus on learning with minimal distractions

Students can volunteer for these helpful roles throughout the semester:

- > Technology Troubleshooter - helps others with their technology
- > Chat Monitor - monitors the chat window for questions or shared resources
- >Others roles????

## SPECIAL NOTE:

This semester is different and may be a source of anxiety for many reasons, so if any student need or concern or challenge, and want discuss any issues with the professor, they should feel free to reach as necessary.

This is the first time all my classes are being taught online, so if at any point you have suggestions that may help the class run more smoothly or that can help enhance the learning experience, please let me know.

My Goal is for you to have an incredible semester!

Everyone: Please speak up about anything that could help students or the professor during our sessions.

## 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 11	Introduction to the course, orientation to the lab, setting goals and expectations.	
	Thursday 13	Creative Assignment given and Design Talk 1.	
	Tuesday 18	Creative Magazine Design Talk 2 Creative Production	
	Thursday 20	Creative Production	
	Tuesday 25	Creative Production	
	Thursday 27	Creative Production Discuss Idea Pitches.	
September	Tuesday 1	Creative Production & Continue Magazine Idea Discussions	
	Thursday 3	Creative Cover & Spread Due Continue Magazine Idea Discussions	
	Tuesday 8	Magazine ideas Solidified. Start work on style guide and story list.	The following schedule may vary depending on the leadership ideas and plans.
	Thursday 10	Continue work on style guide and story list. Work on FOB/BOB	
	Tuesday 15	Work to finalize style guide and page templates. Discuss solid ideas with leaders.	
	Thursday 17	Production	
	Tuesday 22	Production	
	Thursday 24	Production	
	Tuesday 29	Production	

## Course calendar

October	Thursday 1	FOB/BOB Due
	Tuesday 6	Well Production
	Thursday 8	FOB/BOB Put to Bed Well Production
	Tuesday 13	FOB/BOB pdfs due to leaders
	Thursday 15	Production
	Tuesday 20	Production and leaders discuss cover art ideas with professor.
	Thursday 22	Production Well Due
	Tuesday 27	TOC lines should be figured out.
	Thursday 29	Production and should have ads from Dana PDF of cover for professor to see.
November	Tuesday 3	Wells put to bed
	Thursday 5	Production digital proofs due
	Tuesday 10	Production to finalize digital
	Thursday 12	Complete digital design production for upload
	Tuesday 17	Final cleanup and Package creation for printing