

2021 FALL SEMESTER
59 Carroll Hall
Monday & Wednesday
2:00 p.m.

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Office Hours
Mondays and Wednesdays
12:15p.m. to 1:30 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

ATTENDANCE: No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences: Authorized University activities. Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC) Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office.

Class Policy: Instructors may work with students to meet attendance needs that do not fall within University approved absences. For situations when an absence is not University approved (e.g., a job interview or club activity), instructors determine their own approach to missed classes and make-up assessments and assignments. Please provide your approach on the course syllabus. Please communicate with me early about potential absences. Please be aware that you are bound by the Honor Code when making a request for a University approved absence. (source: <http://catalog.unc.edu/policies-procedures/attendance-grading-examination/>)

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 C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

ARS: The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities. Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email ars@unc.edu. (source: <https://ars.unc.edu/faculty-staff/syllabus-statement>)

Counseling and Psychological Services: CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

TITLE IX: Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvs@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

POLICY ON NON-DISCRIMINATION: The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's Policy Statement on Non-Discrimination offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied. If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at safe.unc.edu) or the Equal Opportunity and Compliance Office, or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

DIVERSITY STATEMENT: I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion mission and vision statements with accompanying goals. These complement the University policy on prohibiting harassment and discrimination. In summary, 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. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100) or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

MASK USE: All enrolled students are required to wear a mask covering your mouth and nose at all times in our classroom. This requirement is to protect our educational community -- your classmates and me -- as we learn together. If you choose not to wear a mask, or wear it improperly, I will ask

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.

Other

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.

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.

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	Wednesday 18	Introduction to the course, orientation to the lab, setting goals and expectations.
	Monday 23	Creative Assignment given and Design Talk 1.
	Wednesday 25	Creative Magazine Design Talk 2 Creative Production
	Monday 30	Creative Production
September	Wednesday 1	Creative Production
	Monday 6	
	Wednesday 8	Creative Production Discuss Idea Pitches for Main Magazines
	Monday 13	Creative Production & Continue Magazine Idea Discussions
	Wednesday 15	Creative Cover & Spread Due Continue Magazine Idea Discussions
	Monday 20	Magazine idea presentations. Make Decision. Start work on style guide and story list.
	Wednesday 22	Continue work on style guide and story list. Work on FOB/BOB
	Monday 27	Work to finalize style guide and page templates. Discuss solid ideas with leaders.
	Wednesday 29	Production
October	Monday 4	Production
	Wednesday 6	Production

Course calendar

	Monday 11	FOB/BOB Due
	Wednesday 13	Well Production
	Monday 18	FOB/BOB Put to Bed Well Production
Fall break begins at 5pm	Wednesday 20	Well Production
	Monday 25	Production
	Wednesday 27	Production and leaders discuss cover art ideas with professor.
November	Monday 1	Production Well Due
	Wednesday 3	TOC lines should be figured out.
	Monday 8	Production and should have ads from Dana PDF of cover for professor to see.
	Wednesday 10	Wells put to bed
	Monday 15	Production digital proofs due
	Wednesday 17	Production to finalize digital
	Monday 22	Thanksgiving Break
	Wednesday 24	Complete digital design production for upload
	Monday 29	Final cleanup and Package creation for printing
	Wednesday 1	Any loose ends.

Final exam celebration: We will have our exam on Thursday, December 2 at 4pm. It will include a special portfolio review, career talk and celebration of any December graduates. This will also include food and drinks.