

2011 FALL SEMESTER

59 Carroll Hall

Mondays and Wednesdays

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

Terence Oliver Assistant professor

76 Carroll Hall

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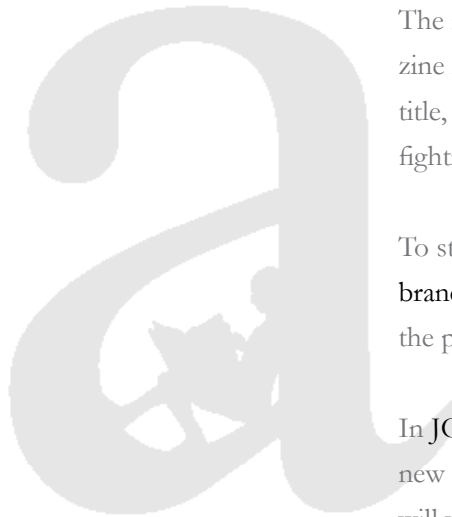
Office Hours

Mondays and Wednesdays

2 p.m. to 3 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 CS5, Photoshop CS5 and Illustrator CS5**, and we will use with **Adobe InCopy** to set up a page editing system with the magazine editing and reporting class.

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**.

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 absences. Additional unexcused absences will result in a 5% reduction in your final grade. Excused absences (doctor's note) 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. Because this class is also about working in groups, 10% of your grade will be determined by peer evaluations in which you will rate your group members (the instructor will weigh in as well).

Components

	Value
Warm-Up Creative Spread Design	10%
Front of Book Content	20%
Well Content	30%
Back of Book Content	20%
iPad exploration	10%
Class 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 definitely will not be enough. To assist, 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. Every project must be completed on time
2. Use of design principles
3. Use of typography
4. Execution
5. Creativity

Guest speaker

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

LAB HOURS SCHEDULE: <http://jomc.unc.edu/Current-Students-Content-Items/IT-Services>

Course calendar

NOTE: This schedule is a guide and will have various changes because of the nature of start-ups

		<i>Discussion</i>	<i>Notes</i>
<i>August</i>	Wednesday 24	Introduction to the course, orientation to the lab, setting goals. First assignment given.	
	Monday 29	Lecture & Project Work	
<i>September</i>	Wednesday 31	Lecture & Project Work	
	Monday 5	NO CLASS: Holiday	
	Wednesday 7	Warm-up Project Due	
	Monday 12	Meet with Professor Brinson's class to hear magazine pitches Project 1: Magazine Prototype 1	
	Wednesday 14	Announcement of Magazine choices Work on Project 1	
	Monday 19	Alternative Story Forms Lecture - Work on Project 1	
	Wednesday 21	Story List due to designers Brainstorming session for visuals	
	Monday 26	Brainstorm and early development FOB and Well ideas Begin work on Magazine Prototypes	
	Wednesday 28	Work on Magazine Prototypes	
<i>October</i>	Monday 3	Work on Magazine Prototypes	
	Wednesday 5	Photoshop Tips and Tricks	
	Monday 10	Production Meeting: FOB content due to designers Designers work on Prototypes	
	Wednesday 12	Present magazine designs to Terence Check with Linda/timing	

Course calendar

		<i>Discussion</i>	<i>Notes</i>
	Monday 17	Present magazine designs to editing class Check with Linda/timing	
	Wednesday 19	Production Meeting: Well content, cover art due to designers. Editors will suggest cover stories. Finalize file structure on server, FOB production	
	Monday 24	FOB Production	
	Wednesday 26	Deadline: FOB pages checked in for editing at START OF CLASS. Print a proof for handoff to editors.	
	Monday 31	Production: Well, Cover	
<i>November</i>	Wednesday 2	Production Meeting: BOB content due to designers Production: Well, Cover	
	Monday 7	Production: Well, Cover, BOB	
	Wednesday 9	Deadline: Well pages checked in at START OF CLASS. Production: BOB and any outstanding issues Editors Note due to designers	
	Monday 14	Deadline: COVER pages checked in for editing at START OF CLASS. Print a proof for handoff to editors.	
	Wednesday 16	Production: All outstanding elements Deadline: BOB pages checked in for editing at START OF CLASS. Print a proof for handoff to editors.	
	Monday 21	Production: All outstanding elements, including contents pg. Deadline: pages checked in for editing at START OF CLASS. Print a proof for handoff to editors.	
	Wednesday 23	No Class: Thanksgiving	
	Monday 28	Magazines Due: All design work must be completed	
	Wednesday 31	Cleanup and preparation for Package creation	
<i>December</i>	Monday 5	Final cleanup and Package creation for printing	
	Wednesday 7	iPad magazine versions due...into finals week??? Update later.	