

Danish School of Media and Journalism
VC Graphic Design
Course description
Spring 2021

4rd semester

Editorial design: books and magazines

Duration: 3 weeks (5 ECTS)

Course objectives

The student will know and understand the specifics of designing for the editorial based products books or magazines. The student will choose to work with either book or magazine assignments.

The student will

- work with the design of the editorial structure, page layout and design grid
- work with the design of the preliminary pages and different layout styles
- work with the design of the cover/jacket/front page

Learning goals

After completing the course, the student will have insight and knowledge of designing for editorial based products.

Books:

- book design situated between tradition and innovation
- how to use software to design and produce books

Magazines/journals

- designing a visual identity for a magazine
- art directing a magazine

be able to

- analyze design problems
- plan and develop editorial designs
- produce prototypes of editorial products

Tools

Analysis, sketching, mastering software for formatting body copy, page layout, typography, photography and illustration.

Attributes

Creativity, ability to work with details, sense of order, engagement with content.

Methods

The course is a combination of lectures, group tuition, group work, self-study, tutorials and executing assignments. Assignments and projects are worked on individually or in groups. During the course, importance is placed on analysis and reflection on feedback on the student's own as well as other students' products and process.

Literature

Haslam, Andrew (2006), Book design, London: Laurence King Publishing.
 Drew, Ned & Sternberger, Paul (2005), By its cover. Modern American Book Cover design, New York: Princeton Architectural Press.
 Kidd, Chipp (2015), Judge This, New York: TED Books / Simon and Schuster.
 Mourier, Mette & Eric (2013), Bogdesign – tilrettelægning af illustrerede bøger, København: Forlaget Grafisk Litteratur. Pdf-fil.
 Charlotte Rivers: Innovation in Magazine Design, RotoVision, 2006
 Horst Moser: The Art Directors' handbook of Professional Magazine Design, Classic Techniques and Inspirational Approaches, Thames & Hudson, 2011.

Compulsory attendance/compulsory participation

All scheduled lessons require compulsory attendance. Assignments, group work, and assignment reviews require compulsory participation. All set assignments must be handed in.

Exam form

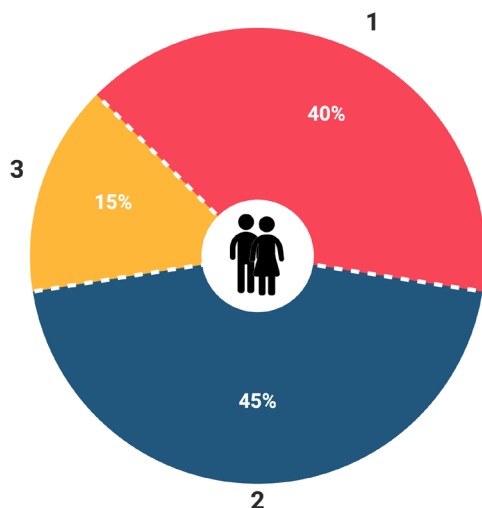
The course is assessed as passed/failed. In order to pass the course, all assignments must be punctually handed in and approved, the concluding project must be passed and the student must have been active and have fulfilled the requirements for attendance and participation.

Study activity model:

The Study Activity Model

VKGD Editorial design F21

5 ECTS points
3 weeks



Category 1

The lecturer has primary responsibility for the study activities, and the students have co-responsibility through their preparation and participation. Participation by students and one or more lecturers.

Lectures and assignment briefing

Category 2

The lecturer has primary responsibility for defining the learning activities, and the students have primary responsibility for taking an active part in the planned study activities. Participation by students only.

Working with exercises and assignments

Category 3

Students have primary responsibility for the study activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students only.

Reading and reviewing literature and other reference material

Category 4

Students have primary responsibility for the learning activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students and one or more lecturers.