

Danish School of Media and Journalism
VC Graphic Design
Course description
Spring 2023

4th semester

Editorial design: Books and Magazines

Duration: 3 weeks (5 ECTS)

Learning 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.

Central subjects are:

- Book design
- Magazine design

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

Pedagogical and didactical approach:

The student learns to link theoretical reflection with actions in practice, as well as to reflect on and apply relevant theory and knowledge. This is done in order to be able to justify and qualify one's actions in professional practice. The learning activities are based on the following fundamental Reflective Practice-based Learning principles:

No. 1: The students' own experiences are incorporated into teaching and learning activities

No. 3: Teaching and learning activities are organized as exploration

No. 4: The content of teaching and learning activities is based on the good example

No. 5: Lecturers and students work together on learning processes

No. 6: Lecturers and students create room for dialogue

Working methods:

Graphics design, software, technology understanding, understanding of genre, visualization techniques, prototyping, oral argumentation, presentation technique.

Learning outcomes:

The students will obtain the following during the course:

Knowledge and understanding:

- Terminology of books and magazines
- Editorial specs for designing books and magazines

Skills:

- Design grids to books/magazines
- Design covers for books/magazines

Competencies:

- Analysis of editorial design problems
- Planning of editorial design
- Producing prototypes of editorial products

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Side 1 / 3

Literature (hand out):

Mourier, Mette & Eric (2013), Bogdesign – tilrettelægning af illustrerede bøger, København: Forlaget Grafisk Litteratur (pdf).

Books

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 og Schuster.

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.

Preconditions for the exam:

Meeting the exam prerequisites is a requirement for the student to participate in the course exam. Examination prerequisites may include attendance, participation, group work, assignments, papers, presentations, etc. Failure to meet an examination prerequisite will result in the student failing an examination attempt.

Mandatory attendance:

Attendance is mandatory for the course. The learning system itslearning indicates the learning and teaching activities for which physical attendance is mandatory (MP).

Compulsory participation:

Participation is compulsory in group work and feedback.

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Side 2 / 3

Remedial options:

In case of legal absence, remediation applies.

Substitute assignments: absences from teaching and learning activities may be replaced by one or more assignments if the teacher deems it possible. If the student's absence from teaching and learning activities is deemed excessive in relation to the content and learning objectives of the course, the course must be rescheduled.

Examination:

Assessed by 7-point scale and internal grading.

Examination format: the course ends with an individually submitted assignment containing design documentation, design argumentation and product, in which the student demonstrates his/her competences to independently analyze, assess, document, and solve editorial design problems.

15 minutes oral examination; voting included.

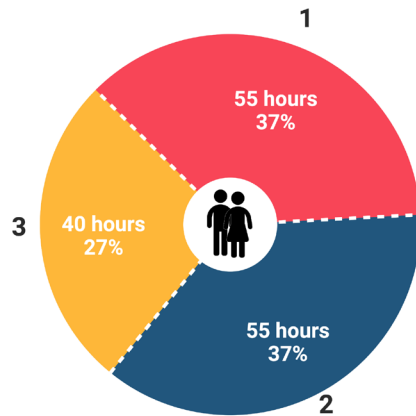
Students are assessed individually. The assessment reflects an overall evaluation of the creative solution, the professional argumentation, and the oral presentation.

Study activity model:

The Study Activity Model

VKGD 4sem Editorial Design: Books and Magazines F23

150 hours in total
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
Briefs/assignments
Feedback
Presentations and exam

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.

Work in with assignments and exercises

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.

Literature, research and other kinds of information gathering

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.

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Godkendt / NN - Januar 2023