

Danish School of Media and Journalism
VC Graphic Design
Course description
Spring 2017

4th semester

Magazine and journal design

Duration: 3 weeks (5 ECTS)

Course objectives

The student must be able to handle processes associated with the design of magazines, particularly regarding visual storytelling.

The student will know, understand and apply art directing principles related to the magazine's structure and design, based on the magazine type and its target group.

Core subjects:

- work flow, editorial planning and dummy
- different types of magazine structure, navigation and visual flow
- editorial genres
- design grid
- templates and styles

The student will:

- design the magazine's visual identity based on typography, imagery, colors and layout.
- develop templates and styles to help layouters and editors work with the magazine
- learn how visual communication can support an article's storytelling by choosing the best suitable imagery and design for enhancing the message.
- know the visual devices for different editorial genres
- know how to create structure and help the eye navigation

Learning goals

After completing the course, the student will have insight and knowledge of:

- designing a visual identity for a magazine
- art directing a magazine
- collaborate in the editorial team

And be able to:

- analyze and synthesize the various issues covered by the design of magazines
- produce prototypes of the magazine's individual parts, considering both technical and design aspects

Tools

Analysis, synthesis, visual storytelling, conceptual design, typography, Adobe CC.

Attributes

Interest in problem solving, understanding of form, creativity.

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. 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

Charlotte Rivers: Innovation in Magazine Design, RotoVision, 2006

Stephen Heller & Teresa Fernandes: Magazines inside and out, 1996, free e-book:

<http://www.crownhandtools.com/magazines-inside-out.pdf>

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:

