Special Topics for Graphic Design: Magazine Design

3 Credit Hr. / 6 contact hours in studio per week

class meeting T / TH 1-3:45
office hours W 1:00 - 3:00
phone 844-3383
e-mail bryankv@aubum.edu
prerequisites ARTS 3200
Open to GDES majors only.
**Special Topics in Graphic Design: Magazine Design**

GDES 4970: Spring 2008  T/TH 1-3:45

PROFESSOR BRYANT: office 243 • W 1:00-3:00

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**Required text books:**


*InDesign for Macintosh - Visual Quickstart 2.0* Weinmann

**Suggested text books:**

*Making and Breaking the Grid* by Samara ISBN: 1.56496.893.6

**Suggested readings:**


**Research sites on the internet:**

http://www.3x3mag.com/3x3samplemag.html


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**Lab rules:**

- No food or drink
- No spray glue or fixatives
- No loud music
- No cell phones

**Prerequisites:**

ARTS 3200

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**Course Description:**

GDES 4970 Special Topics in Graphic Design (2-3). STU. Pr., Completion of GDES 3200, one 3000-level studio and junior standing. GDES majors only.

This course is designed to complement the students’ studio education exposing them to an area of design which is very prevalent but many times not explored in other design classes. The format of the class will help the students engage the concepts and philosophies of graphic design through magazine design specifically.

Students first begin by writing a statement of intent for what they perceive their magazine niche to be and who their audience is along with article ideas which relate to the chosen format, imagery and theme. The class explores the different grid formats and typographic choices available to students. In this process students have to be mindful and understand how each of these elements work to create a magazine which reflects the publications theme and philosophy as stated by them earlier. The course will then progress to layout of one magazine with the addition of elements from successive magazines. This will show not only the format and content of one publication but also what is entailed with a magazine form and content over time.

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**Objectives:**

To assemble a portfolio displaying visual problem solving in a professional (both in concept and craft) manner.

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**Students with Disabilities:**

Students with disabilities must be formally registered with the disabilities program office at 1244 Haley Center. If this is the case for you, please make an appointment with me by the second class day.
### Schedule:

**Course Policy**

**Attendance:**

As in any structured studio teaching environment, attendance is essential to derive the full benefit from lectures, demonstrations, discussions and assistance. Students are expected to approach the class with a professional attitude and a willingness to work beyond just doing what is asked. Students are expected to commit themselves and to work hard, every day, not just for better grades but for the enjoyment that the work brings and the growth that comes with it. You are expected to be in class with our materials and working at each class session. Therefore, it will be the policy of this class to allow a maximum of two absences during the semester. Excessive absence (more than two) or absence during a critique (except under extenuating circumstances) may result in a lower course grade or in being dropped from the class. If you are unable to attend class for some other reason, please call the secretary (844-4373), and ask to leave a message to that effect in my mailbox. I will call the class roll daily at the beginning of class.

After two absences your final grade will be affected by one letter grade per absence over two. Six absences is grounds for a failing grade regardless of the work completed. If you arrive late, it is your responsibility to inform me that you have arrived late after attendance has been taken or you might be considered absent. Three tardies are equivalent to one absence. It is the student’s responsibility to keep up with his or her own absences to know their standing in the class.

**Note:** A student’s failure to complete the assigned work for a class period may result in their dismissal from class and an absence will be issued for that class period. It is imperative that a student come prepared to an art studio class or he/she cannot participate, this includes materials.

**Deadlines:**

A deadline will be set for each assignment. To receive a passing grade, the assignment must be complete at the time of the critique (including presentation). Any project completed on time may be revised. Any project not complying with the deadline will receive a grade no higher than a “D”, and may not be revised. The last project of the semester in each course is considered to be the equivalent of the final exam in that course unless otherwise specified by the instructor. (Personal absence will not excuse one’s work from a deadline. Again, if you are sick or absent the day of a critique, your project must be turned in even if you don’t make it. Call the art office and leave me a message or call me directly.)

**Grading:**

Assignments will be graded at specified times throughout the semester. Projects will be turned in along with notebooks (research and process including thumbnails and roughs) for each part of the assignment at these times. An evaluation sheet will be returned with a brief explanation of the grade. It will not be possible to pass this class without producing the required preliminary work. Your final grade will be an average of the two project grades plus consideration for attendance and for professional attitude (motivation, participation in class, preparation for class, presentation and craft). Criteria used will be the instructors evaluation of whether or not the projects submitted by the student fulfills the intent.
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of the course and whether or not the project meets the professional standards set forth in class. Plagiarism will constitute an automatic grade of “F” on that project and the professor will follow the policy outlined in the Tiger Cub. Only work turned in on time may be revised after grading but no work will be re-graded however, all revised work will be taken into account in the final portfolio evaluation.

Work turned in after the specified deadline receives a grade no greater than a D. If you are unable to attend class for some other reason, please call either my office or the departmental secretary (844-4373) and ask to leave a message to that effect in my mailbox. I will call roll daily at the very beginning of each class.

In the event of a student not being able to complete all the course work on time, it is their responsibility to initiate a meeting with the instructor to discuss possibility of the grade of Incomplete (IN) being issued for the course. It is also the student's responsibility to seek out the instructor to know their progress throughout the semester. (See grading scale to the left.)

Evaluation:
Class critiques and individual student-teacher discussions give a strong projection of satisfactory and/or unsatisfactory performance on a daily basis. You are encouraged to meet with me at any time during the semester for a personal conference. Portfolios will be due for each project when it is completed and a cohesive portfolio of all work is due at the end of the semester for review. Your final grade will be mailed and posted on the internet. Although the portfolio will be of prime importance in determining the final grade, the following items should also be seen as significant factors:

1. Development and execution of the individual assignment within its specified limitations.
2. Ability to conceptualize.
3. Ability to verbalize objectively.
   a. On one’s own work in progress and
   b. On the work of others in class critique (critique participation is not optional)
5. Professionally oriented attitude.
6. General sense of responsibility.
7. Self-motivation in research and problem solving as shown in sketchbook.
8. Attendance

Supply List:
ipod Macintosh portable hard drive
Iomega Zip disk - 100 MB Mac compatible
San Disk Cruser Mini - 128 MB

A three ring binder with clear plastic sheets for organizing research and design process
C-Thru grid ruler - 18”
Tracing paper / pad or roll as needed
JANUARY 9 syllabus overview / assign magazine theme / discuss audience, magazine format and function / choose research magazine

11 discuss magazine platform ideas and statements

12 format of magazine lecture / research magazine audience due / rough creative platform due

discuss mastheads / continue research / begin sketching mastheads / revised magazine platform due

16 NO CLASS / MARTIN LUTHER KING HOLIDAY

18 review hotdots / continue to sketch mastheads and research departmental and article ideas

19 discuss research magazine audiences and how the magazine is designed to reach that audience (fonts, age of audience and main framework)

23 FINAL PLATFORM DUE / thumbnail masthead concepts and format ideas / assign overall thumbnail concepts

25 MASTHEAD ROUGH CRIT / no smaller than 5" any direction

26 overall concept and format thumbnails due (these should be general impression ideas and different format explorations)

30 REVISED MASTHEAD DUE presented 200% / continue to thumbnail overall magazine / begin to find or create actual article ideas

FEBRUARY 1 revised thumbnails due for overall magazine / develop overall concept and feature ideas / begin research for imagery

2 discuss grid and type choices / demo style sheets / assign grid design

6 final grid due at 100% and 25% spread printouts / discuss readability and body copy type choices

8 CRITIQUE ON FONT CHOICES RUN INTO GRID AND READABILITY / resolve grid and thumbnail / begin sketching covers

9 Research articles to be used for features and departments (be sure to have plenty of images to choose from so you aren't limited)

13 sketches of cover format due / be sure covers have a concept

15 production of cover format / begin researching and sketching departments

16 COVER FORMAT CRIT / class critique of cover format with lead in quotes, date, price, bar code and issue number and masthead
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity Description</th>
</tr>
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<tbody>
<tr>
<td>20</td>
<td>produce contents page and features</td>
</tr>
<tr>
<td>22</td>
<td>FEATURES CRIT / begin sketching contents page</td>
</tr>
<tr>
<td>23</td>
<td>FEATURES CRIT / begin sketching contents page</td>
</tr>
<tr>
<td>27–30</td>
<td>SPRING BREAK – NO CLASS</td>
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<tr>
<td>APRIL</td>
<td>3  final production / thumbnail contents pages</td>
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<tr>
<td>5</td>
<td>CONTENTS PAGE(S) CRIT</td>
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<tr>
<td>6</td>
<td>final production</td>
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<tr>
<td>10</td>
<td>final production / revise all aspects of the magazine</td>
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<tr>
<td>12</td>
<td>NO CLASS – SENIOR REVIEW / final production</td>
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<tr>
<td>13</td>
<td>final production / assign magazine promotion</td>
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<tr>
<td>17</td>
<td>MAGAZINE DUE FLAT</td>
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<tr>
<td>19</td>
<td>class critique of magazines / thumbnail concepts on advertising campaign overall, considering ad, brochure and subscription card</td>
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<td>20</td>
<td>class critique of magazines / thumbnail concepts on advertising campaign overall, considering ad, brochure and subscription card</td>
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<tr>
<td>24</td>
<td>sketches due on advertising campaign / revise sketches</td>
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<tr>
<td>26</td>
<td>roughs of ad, brochure and subscription card</td>
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<tr>
<td>27</td>
<td>final production / continue to work on magazine and advertising revisions</td>
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<tr>
<td>MAY</td>
<td>1  FINAL MAGAZINE PROMOTION CAMPAIGN AND FULL-SIZE COMP OF MAGAZINE DUE (BW VERSION AS WELL /</td>
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<td></td>
<td>Portfolio due</td>
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