**Proposal Form For Addition And Revision Of Courses**

1. **Proposing College / School:** College of Architecture, Design and Construction  
   **Department:** Department of Industrial and Graphic Design

2. **Course Prefix and Number:** GDES 4260  
   **Effective Term:** Fall 2012

3. **Course Title:** Magazine Design
   **Abbreviated Title:**

4. **Requested Action:**
   - Renumber a Course
   - Add a Course
   - Revise a Course
   **Current Course Number:**
   **Proposed Course Number:**
   **Type of Revision:**

5. **Course Credit:**
   **Contact/Group Hours:**
   **Scheduled Type:** 4 studio
   **Weekly or Per Term:** weekly
   **Credit Hours:** 4
   **Anticipated Enrollment:** 15
   **Total Credit Hours:** 4

6. **Grading Type:**
   - Regular (ABCDF)
   - Satisfactory/Unsatisfactory (S/U)
   - Audit

7. **Restrictions:** List specific restriction in space above.
   - College
   - Major
   - Standing
   - Degree

8. **Prerequisites/Corequisites:**
   
   Use "P:" to indicate a prerequisite, "C:" to indicate a corequisite, and "P/C:" to indicate a prerequisite with concurrency.
   
   P: GDES 2230.

9. **Course Description:**
   Concepts of graphic design are explored; specifically an understanding of grid, message-making and qualities of design in the format of magazine.

10. **May Count Either:**
    (Indicate if this particular course cannot be counted for credit in addition to another)
    **Program Type**
    **Program Title**
    **Requirement or Elective?**
    (e.g.: minor, major, etc.)
    (e.g.: MS in Chemistry, Performance Option, Minor in Art)
    (required or optional?)

11. **Affected Program(s):**
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    
    | Program Type | Program Title | Requirement or Elective? |
    |--------------|---------------|--------------------------|
    | BFA          | GDES          | elective                 |

12. **Overlapping or Duplication of Other Units' Offerings:**
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
   - Applicable
   - Not Applicable
### 14. Justification:
The course has been taught as a special topics more than twice. Course covers content not specifically covered within any other course offerings.

*(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)*

### 15. Resources:
N/A

*(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond “Not Applicable”)*

### 16. Student Learning Outcomes:
Through an active exploration of magazine design, the students will be better prepared 1) to develop an understanding of the process of magazine design and the repetitive form this design takes, 2) to use grid, type, format, and message making effectively, 3) to gain a deeper understanding of magazine design and how it differs from other forms of design. Students should also gain the ability to think sequentially, develop visual message-making skills, be deadline oriented and gain an understanding of the magazine industry.

*(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)*

### 17. Course Content Outline:

<table>
<thead>
<tr>
<th>AUGUST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
</tr>
<tr>
<td>18 syllabus overview / assign magazine theme / discuss audience, magazine format and function / choose research magazine</td>
</tr>
<tr>
<td>20 discuss magazine platform ideas and statements / format of magazine lecture / research magazine audience due / rough creative platform due</td>
</tr>
<tr>
<td>Week 2</td>
</tr>
<tr>
<td>25 discuss mastheads / continue research / begin sketching mastheads / revised magazine platform due</td>
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<tr>
<td>27 review hotdots + AU magazine / continue to sketch mastheads and research departmental and article ideas / discuss research magazine audiences and how the magazine is designed to reach that audience (fonts, age of audience and main framework)</td>
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<tr>
<td>Week 3</td>
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<tr>
<td>SEPTEMBER</td>
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<tr>
<td>1 FINAL PLATFORM DUE / thumbnail masthead concepts and format ideas / assign overall thumbnail concepts</td>
</tr>
<tr>
<td>3 MASTHEAD ROUGH CRIT / no smaller than 5” any direction / overall concept and format thumbnails due (these should be general impression ideas and different format explorations)</td>
</tr>
<tr>
<td>Week 4</td>
</tr>
<tr>
<td>8 REVISED MASTHEAD DUE presented 200% / continue to thumbnail overall magazine / begin to find + create article ideas</td>
</tr>
<tr>
<td>10 revised thumbnails due for overall magazine / develop overall concept and feature ideas / begin research for imagery</td>
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<tr>
<td>discuss grid and type choices / demo style sheets / assign grid design</td>
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<tr>
<td>Week 5</td>
</tr>
<tr>
<td>15 final grid due at 100% and 25% spread printouts / discuss readability and body copy type choices</td>
</tr>
<tr>
<td>17 CRITIQUE ON FONT CHOICES RUN INTO GRID AND READABILITY / resolve grid and thumbnail / begin sketching covers / Research articles to be used for features and departments (have plenty of images to choose from so you aren’t limited)</td>
</tr>
<tr>
<td>Week 6</td>
</tr>
<tr>
<td>22 sketches of cover format due / be sure covers have a concept / production of cover format / research and sketch departments</td>
</tr>
<tr>
<td>24 NO CLASS - SENIOR REVIEW / research, sketch and concept out content for departments / finalize Cover design</td>
</tr>
<tr>
<td>Week 7</td>
</tr>
<tr>
<td>29 COVER FORMAT CRIT / class critique of cover format including lead</td>
</tr>
</tbody>
</table>
18. Assignments / Projects:
Your project will consist of the following pieces:
- Masthead (logo)
- 3 Covers
- Contents page or spread
- 3 Departments
  1 page department / Editors page
  2 page department / regular column / special interest
  3 page department / products or several item article / special interest
- 4 page feature
- 5-6 page feature
- 5-6 page feature

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:
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:

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)
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

   Final grading will be evaluated in the following percentages:
   The final design of the Masthead, Cover 1, Cover 2, Cover 3, Departmental design, Feature 1, Feature 2 and Feature 3 will each count 10% of your final grade. In addition, your overall research, concept, cohesiveness of magazine and appropriateness to audience will count as the final 20% of your grade.

   Grading scale is as follows:
   A = 100 - 90
   B = 89 - 80
   C = 79 - 70
   D = 69 - 60
   F = 59 and below

   (List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit: N/A

   (Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

   (Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g.: hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 128B Haley Center, 844-2006 (V/TT).
Magazine Design  
GDES 4260 • Fall 2012 • TH 9–11:45  
PROFESSOR BRYANT • office 221  
class meeting: TH 9–11:45; 4 credit hours  
office hours: W 9–11  
phone: 844-3383  
email: bryankv@auburn.edu  
prerequisites: GDES 2230 // Open to GDES majors only  
Prerequisites:  
GDES 2230  
Course Description:  
GDES 4970 Special Topics in Graphic Design (3 HR). STU. Pr., Completion of GDES 2230, 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.  
Objectives:  
To assemble a final portfolio displaying visual problem solving in a professional (both in concept and craft) manner.  

Students with Disabilities:  
Students who need special accommodations in class, as provided for by the American Disabilities Act, should arrange a confidential  
meeting with the instructor during office hours the first week of classes – or as soon as possible if accommodations are needed  
immediately. If you need accommodations, make an appointment with the Program for Students with Disabilities, 1244 Haley  
Center, 844–2096.  

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 your  
materials and working at each class session. Therefore, it will be the policy of this class to allow a maximum of two unexcused  
asences during the semester. Excessive unexcused absences (more than two) or an unexcused 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 my office (844-3383), and leave a message to that effect in my mailbox. I will call the class  
roll daily at the beginning of class. However, the faculty member will excuse the student for such occurrences as are outlined in the  
Student Policy eHandbook.  
After two unexcused absences your final grade will be affected by one letter grade per absence over two. Six unexcused absences  
are 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 unexcused  
asence. It is the student’s responsibility to keep up with his or her own absences to know their standing in the class.  

Make-Up Policy:  
Arrangements to make up a missed demonstration or critique due to properly authorized excused absences must be initiated by the  
student within one week of the end of the period of the excused absence(s).  

Academic Honesty Policy:  
All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to courses. All  
academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will  
then refer the case to the Academic Honesty Committee.  

Grading:  
Assignments will be evaluated at mid-semester and a final evaluation at semester’s end. Due to the nature of magazine design, it is  
impossible to issue final grades along the way during the semester. However, students will receive mid-semester grades which act  
as a gauge of performance and a final grade derived from 12 different areas of evaluation. The final project of the complete  
magazine project will be turned in along with notebooks (research and process including thumbnails and roughs) for each part of the  
assignment at these times. A final evaluation sheet will be returned with a brief explanation of the grade. Your evaluation is com-  
prised of twelve grades that all count equally and are as follows: Masthead design, Cover 1, Cover 2, Cover 3, your departmental  
designs, Feature 1, Feature 2, Feature 3, overall research of magazine, overall concept of magazine, cohesiveness of magazine  
and appropriateness to audience of your magazine. It will not be possible to pass this class without producing the required  
preliminary work. Your final grade will be an average of the twelve project grades (of the final magazine prototype) plus 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 of the course and whether or not the
project meets the professional standards set forth in class. **Plagiarism** will constitute the professor to follow the policy outlined in the Tiger Cub (see Academic Policy above).

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 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:

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   - a. On one’s own work in progress and
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Grading scale is as follows:

- **A** = 100 - 90
- **B** = 89 - 80
- **C** = 79 - 70
- **D** = 69 - 60
- **F** = 59 and below

**Suggested text books:**

- *InDesign for Macintosh – Visual Quickstart*
- *Making and Breaking the Grid* by Samara ISBN: 1.56496.893.6

**Suggested readings:**


Research sites on the internet:
- [http://www.3x3mag.com/3x3samplmag.html](http://www.3x3mag.com/3x3samplmag.html)

**Supply List:**

- San Disk Cruser Mini - 256 MB or 1GB
- 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
- X-acto knife and #11 blades as needed
- Drafting tape as needed
- Erasers- magic rub and kneaded
- 2B or 4B pencils as needed
- Rubber cement

**Final Portfolios:**

Final portfolios will include:

- A final magazine project presented actual size, perfect bound, along with 2 additional cover designs. Work should be submitted in a folding style portfolio with your name clearly marked on the outside. Portfolios can be picked up at an announced time. If you cannot be here at this time, I suggest that you make other arrangements for retrieving your work. I cannot hold work in my office.
- Please clean up the room. Anything left in the room after class today will be thrown out.

**Lab rules:**

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

**CLASS ASSIGNMENT**

Your assignment is two fold. First, you are to design a monthly / quarterly magazine entitled **FORM**. Secondly, you will be designing all promotional items for the publication to advertise its launch.

The assigned concept is **Form**. This is open to interpretation in any manner you choose. Just be aware that the chosen direction is subject to approval of your instructor. Form may be explored either in a broad sense or very narrow. But whatever you choose be sure the subject matter will last several years with multiple publications a year. But you must deal with form as the main concept of the magazine.
For example, one obvious direction would be to choose architecture. This idea means you could base your magazine on all or some facets of architecture, furniture, modern, or classical, all homes, all corporate or a mixture. The content of your magazine could include articles about architecture, architects (individual designers and firms), interior designers (individual designers and firms, and new materials available) and some industrial design (products for the home, office such as lighting, furniture, etc.) if you would so choose. All decisions are based on the selected audience you choose to market your magazine towards. Remember you are being asked to think beyond one issue or one year of publication. This is a form of design in which the concept must be lasting and able to be explored in many facets.

Note: No matter what you choose to do this is not to be a lifestyle, renovation or decorating magazine.

Selecting an audience / marketing statement

The audience sets the stage for not only the magazine’s content but also the "look" and design of the magazine. In other words, you can’t choose a more classic content and put it in an ultra modern design. Form must follow function. What is the function of your magazine and who are you trying to reach? Choose an age range as well as income. Also, are you catering to a professional audience (architects or interior designers themselves) or someone who is not in the field of architecture but interested in it? What is their income? What is the philosophy of the magazine? Why does it exist and how is it different from other magazines on the market with this type of content?

All these things must be considered and be included in your marketing statement. You must prove that you are establishing a niche for your magazine. It isn’t enough that you think your magazine will be better than what is there. You must have a different philosophy or idea of what you are about. Know the competition and react to it.

Magazine content

Your project will consist of the following pieces:

• Masthead (logo)
• 3 Covers
• Contents page or spread
• 3 Departments
  1 page department / Editors page
  2 page department / regular column / special interest
  3 page department / products or several item article / special interest
• 4 page feature
• 5-6 page feature
• 5-6 page feature

Promotional content

Your project will consist of the following piece:

• Subscription card (4.25” x 6”) Be sure to include standard Business Reply Mail format.

Attention should be paid to the design integrity of each spread as well as the publication as a whole and you should focus on developing unity between all the elements of the magazine. Emphasize concept more than decoration or information.

Research / images, text and formats

Do all your research in the library and some online. You are required to keep a record within your research notebook on where you are looking and what you are seeing. Do not be lazy, as this will be part of your final grade. Document things well, but concisely. Look at books, magazines and actual architecture. You may choose to use your own photography or existing photography. If the photography is not your own, you must give the photographer credit in your project where it appears. When selecting photography remember that besides grid and color, it is the main unifying element at your disposal to pull your magazine together visually. You are looking for photography, illustration, color, grids, content and articles for your magazine.

Magazines to look at for reference: (format, grid usage, and photography)

- Martha Stewart Living (prior to 2000)
- Real Simple
- Code
- Step
- I.D.
- Elle
- Vogue
- GQ
- Details
- Space
- Dwell
- Entertainment Weekly
- Blue
- One
- *Surface

This is only a beginning list, there are many more...Go Look!

Research sites on the internet:

Different magazines and publications have web sites. Spend some time becoming familiar with magazines and their sites so as to be familiar with ad costs and how they promote themselves.

Text and copy

As you do research, find articles and features which give you a headline and ideas for magazine content. You may use existing headlines or develop your own. I will be supplying body copy for your two feature articles, but you must supply text for your covers, contents page, and your departments. This text may be taken from an existing magazine, you do not have to write your own. However, be sure it is well written and has NO TYPOS! The text I give you may be edited slightly to make it fit within your layouts, but you must get instructors approval before you edit text.

Also, you must be careful in choosing a typeface for your magazine. Most magazines use only two fonts, one for text the other for headers. Your text copy may be serif or sans serif, but must have a good x-height and be easily readable. Some fonts to consider are: New Baskerville, Garamond, Times, Helvetica, Univers light or medium, Century Schoolbook, Bembo, etc. Just run several fonts in the point size you desire and lead you will be using in your established grid to determine your final choice. Don’t decide on screen, choose once they are printed out.

Magazine format

Look at existing magazines to determine what format you wish to use. Most magazines are within the 8.5” x 11” format but some do not and are either more square or tabloid in size. Do some research and have some reasoning about what you are trying to accomplish.

Grid development

To determine your grid, again look at existing magazines. We will be looking at some formats in class, but you must do your own research. The more you look the better idea you will have of what is out there and how your magazine will fit in.
A good book to look at is: *The grid, A modular system for the design and production of newspapers, magazines, and books* by Allen Hurlburt ISBN 0442239661

**Color palette**

Most magazines have a color palette, if not from magazine to magazine, then an overall palette they draw from monthly. This only enhances the unity and development of an environment your audience sees over time. You want to build familiarity with the format and overall look. Select colors you think bring out the overall concept and philosophy of your magazine. Color can even be used to help the viewer navigate their way to sections of the magazine or to find their favorite article each month. Help the audience in any way you can to build familiarity right away.