

magazine design

jou3490

“Every child
is an *artist*.
The problem is how to remain an artist
when you
GROW UP.”

-Salvador Dali

spring 2008

course info

Dr. Renee Martin-Kratzer
3058 Weimer Hall
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332-7669

Class time

10:40 a.m. to 1:40 p.m. Mondays
2056 Weimer Hall

Office Hours

9:35-11:20 a.m. Tuesdays
10:40-11:20 a.m. Wednesdays
Other times by appointment
IM screen name: mags4evah

Course materials

There is no required textbook for this course. I will distribute assigned readings in class.

Class website

Log into WebCT to retrieve the assignments online.

Lab server space

Even if you complete the assignments on your own computer, save a copy on the server.

What will I learn in this course?

First, we need to review the basics that will help you excel as a designer. You need to understand typography, color theory, photography and the principles of design. We'll build upon the knowledge you've learned in previous design classes to cover more advanced topics. The focus of this course is MAGAZINE design, so you'll gain experience designing the different components of a publication.

The course objectives are as follows:

- To understand the role of design in contributing to the structure and pacing of a magazine
- To effectively and creatively use typography and color to communicate a message
- To be able to identify outstanding photography and incorporate it into designs
- To use creative thinking to solve design challenges
- To create a variety of page designs tailored to specific audiences
- To design eye-catching, appealing and effective covers that target the appropriate audiences
- To gain a better understanding of the magazine industry and the role of the art department
- To learn to work with a team in planning, organizing and directing a photo shoot
- To prepare a professional design portfolio

I'm not artistic. Does that mean that I'll fail this course?

Absolutely not. You'll learn how to use different elements to make a compelling design. This course also emphasizes the need to be creative and to take risks. As long as you make the effort to produce good work and to make improvements on your first drafts, you should be able to keep up. You might just surprise yourself and find that you are more artistic than you think.

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You are expected to **DO YOUR OWN WORK**. You are also expected to come up with your own ideas. Do not plagiarize words or copy designs. Do not steal photographs. If these problems occur, you will receive a failing grade for the course.

Software

We will primarily be using InDesign and Photoshop, but you may also use Illustrator. If you are most comfortable with QuarkXPress, this will be the perfect opportunity to learn InDesign.

Do I have to attend every class?

Absolutely! Attendance and participation are part of your grade. I expect you to come to class on time with your cell phones on mute. We will be doing critiques of your work in class, and you are encouraged to speak up. This class also has several group projects. You will complete peer evaluations, so your participation in these projects is important.

How much time will I need to devote to this course?

This class has eight design assignments and an interview assignment. In addition, there are several smaller in-class exercises that are meant to inspire your creativity and help you do better on the major assignments. To do well in this class, plan on spending many hours in the lab outside of class time each week. How much time? That's hard to predict because everyone will work at a different pace. However, it's safe to say that each assignment will take a *minimum* of eight hours.

Yikes! That sounds like a lot of work. Why in the world should I stay in this class?

There are many reasons. First, you'll gain an understanding of the different aspects of magazine design. You will learn to use creative thinking, which will help you be a better journalist whether you pursue design/photography or go into writing or editing. You'll also sharpen your software skills that employers will expect you to possess. At the end of the class, you will have eight design pieces to include in your portfolio. Plus, how often do you get to take a course that gives you credit for doing fun assignments with the sole purpose of stretching your creativity? Yes, this class is going to be hard work, but we will definitely have some fun along the way.

Here's what I really want to know - is this class an easy A?

No, it's not easy to get an A, but it's within your reach if you spend the effort and time it takes to produce high-quality work. I will hand out specific instructions and the grading criteria for each assignment so that there is no confusion as to what I expect. Also, you will get feedback on all your first drafts, so you will clearly know what you can work on to get a better grade. If you feel like you are

schedule

	Lecture	Assignment Given	What is due?
<i>week 1</i> 1/27	Introductions/course overview What is a magazine?	Assign course log-ins Personality assignment	
<i>week 2</i> 1/14	Photography use in magazines Photoshop tricks	Form groups for photography assignment	Personality assignment
<i>week 3</i>	Holiday; no class		
<i>week 4</i> 1/28	Magazine covers - historical beginnings to current trends	Cover assignment Interview assignment (due dates vary)	
<i>week 5</i> 2/4	Review design principles; using grids for structure		Cover assignment - 1st draft
<i>week 6</i> 2/11	Designing for an audience; typography & feature designs	Feature design #1	Cover assignment - final version
<i>week 7</i> 2/18	Color theory review; effective use of color		Feature #1 - 1st draft
<i>week 8</i> 2/25	Pacing; department page styles; table of contents	Dept./Contents page assignment	Feature #1 - final version

	Lecture	Assignment Given	What is due?
<i>week 9</i> 3/3	Photo illustrations; designing features with no obvious aft	Feature design #2 Redesign assignment	Dept./table of contents - 1st draft
<i>week 10</i>	Spring break - Enjoy!		
<i>week 11</i> 3/17	Paper, printing, preparing for press		Dept./TOC - final version Feature #2 - first draft
<i>week 12</i> 3/24	Directing a photo shoot; working with photographers and editors	Art direction assignment: fashion shoot	Feature #2 - final version Show redesign progress
<i>week 13</i> 3/31	Fashion shoot - on location	Portfolio assignment	Show redesign progress, cont.
<i>week 14</i> 4/7	Magazine design jobs; portfolios		Redesigns due
<i>week 15</i> 4/14	Magazine website design		Fashion spreads due
<i>week 16</i> 4/21	Portfolio presentations		Portfolio presentations

points

_____	Personality assignment (25)
_____	Cover design (100)
_____	Feature #1 (100)
_____	Dept./TOC (100)
_____	Feature #2 (100)
_____	Redesign (200)
_____	Fashion (100)
_____	Portfolio (125)
_____	Design interview (50)
_____	In-class exercises (50)
_____	Participation (50)
_____	Total (1,000)

1,000 total points

A: 900-1000

B+: 880-899

B: 800-879

C+: 780-799

C: 700-779

D+: 680-699

E: below 680

 Creativity is allowing yourself to make mistakes.

Art is knowing which ones to keep. 