



# COURSE SYLLABUS

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## SECTION 1: COURSE INFORMATION

**Format:** Eight weeks.

**Course ID:** DCOM 3003

**Course Title:** Magazine Design and Production

**College:** College of Unrestricted Education - Department of Design and Communication

**Prerequisites:** None

**Credit Hours:** 3

**Instructor:** See the online course in MyFIRE for instructor contact information and availability.

### Course Description

This course deals with the processes of magazine planning, editing, designing, and distributing.

## Course Overview

In Magazine Design and Production, students learn about publication design by producing their own 20-page magazine. After learning about the magazine industry, typography, color, and editorial design, students plan, design, copy edit, and produce a magazine so those principles can be put into practice. The final magazine is a helpful addition to students' portfolios, so graduates can illustrate how they are effective in editorial design.

## Course Workload

Time spent on course assignments will vary by student depending on familiarity with course content, reading rate of speed, writing rate of speed, and other individual factors. Based on averages for most students, it is estimated that the course workload estimate for this course is 49.44 (6.18 hours per week).

## Course Materials

- NO TEXTBOOK REQUIRED
- Software/Applications: Students may be able to obtain a free version of Adobe Creative Cloud by contacting SEU's IT Department via the Help Desk (helpdesk@seu.edu). Required and optional textbooks are accessed and ordered through [SEU's bookstore](#).

**Disclaimer:** The resources utilized in this course provide information, thoughts and insights that should encourage critical thinking on the part of the student. Please note as well that as an Assembly of God institution, Southeastern University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

## Course Topics

**The purpose of this course is to introduce, reinforce, and measure learning on the following topics:**

- Editorial Design Principles
- Adobe InDesign
- Magazine Cover Design
- The Publishing Industry
- Typography in Editorial Design
- Color in Editorial Design
- Feature Story Layouts
- Photography and Illustrations in Editorial Design
- Copyediting in Magazines

## Intended Learning Outcomes

**As a result of reading, study, and assessments in this course, the student should be able to:**

1. Understand the various design considerations of magazines, including color, layout, typography, and feature article design.
2. Identify the various components of a magazine layout.
3. Demonstrate knowledge of the magazine production process.
4. Identify the various departments of a magazine business and how they coordinate and relate to each other.
5. Plan, design, and produce a magazine.

## **Late Work**

Turn in work on time in order to get feedback on your magazine throughout the semester and for better class participation. If a graded assignment such as the magazine cover or final magazine are turned in late, 20 points are taken off per day they are late. Complete the quizzes and final exam by the due date, since access can be blocked after the due date.

## **Extra Credit**

There is no standard extra credit accepted, but sometimes opportunities arise related to attending conferences or exhibits related to publication design, but this is not guaranteed. Instructor will give more information.

## **SECTION 2: SOUTHEASTERN POLICIES**

### Academic Policies

View this link to see Southeastern's Policies regarding SEU's Mission and Vision Statements, Title IX Statement, Student Services, Class Participation, Official Email, MyFIRE Use, Technical Difficulties, Technical Support, Disability Statement, Academic Honesty, Course Evaluation, Official Withdrawal, Grading Scale, and Netiquette.


## SECTION 3: COURSE SCHEDULE

The **Course Schedule** provides a listing of your work in this course. The assessments are listed by Module and include the due dates and point values.


**Note:** Assignments are due by 11:59 p.m. EST on the due date, unless otherwise noted.

### AIM, LEARN, AND APPLY DESCRIPTIONS


#### Aim

 When you see the Aim icon, you will be introduced to topics and ideas that will be covered throughout this module. The AIM will also provide you with a glimpse into your learning objectives and an introduction to this module.

#### Learn

 When you see the Learn icon, all of your reading assignments will be listed and may include additional resources that your instructor is providing to help you complete the activities and assessments for the module.

#### Apply

 When you see the Apply Icon, it will be time to demonstrate your learning for the module. The items here are those in which you'll be graded and may include discussions, activities, assignments, quizzes, exams, and projects.

## MODULE 1

XX/XX/XX-XX/XX/XX



- Describe various careers in publication design.
- Describe the various departments of a magazine business and how they coordinate and relate to each other.
- Critique a professional magazine by using the design principles of editorial design as criteria.
- Produce a proposal for your topic and magazine branding.
- Create a thumbnail or ladder of your proposed magazine.
- View: Week 1 Overview [VIDEO]



- **Readings:**
  - The Magazine Industry and Careers in Publication Design [PDF]
  - Common InDesign Keyboard Shortcuts [PDF]
  - Adobe InDesign Cheat Sheet [PDF]
  - Important Considerations for Saving Files in InDesign [PDF]
  - Week 1 Assignment Instructions – Magazine Proposal, Magazine Thumbnail or Ladder, and Magazine Critique [PDF]
- **Learning Resources:**
  - Example Professional Magazine Layouts [VIDEO]
  - Graphic Design Principles in Editorial Design [VIDEO]
  - Example Student Magazines [PDF]



- Example Student Magazines Part 1 [VIDEO]
- Example Student Magazines Part 2 [VIDEO]
- Assignment Instructions –Topic Proposal and Magazine Thumbnail [VIDEO]
- Support Files for Magazine Topic Proposal and Thumbnail [ZIPPED FOLDER]
- Download Support Files for InDesign Practice [ZIPPED FOLDER]
- InDesign – Working with Panels and Workspaces [VIDEO]
- InDesign – Navigating and Zooming [VIDEO]
- InDesign – Using the Pages Panel [VIDEO]
- InDesign – Creating New Documents [VIDEO]
- InDesign – Working with Multiple Documents [VIDEO]
- InDesign – Rulers, Guides, and View Options [VIDEO]
- InDesign – Adjusting Margins, Columns, and Guides [VIDEO]



- Discussion 1 for Week 1
  - Due: Saturday, Tuesday
  - Points: Class Participation
- Discussion 2 for Week 1
  - Due: Saturday, Tuesday
  - Points: Class Participation

**MODULE 2:**  
**XX/XX/XX-XX/XX/XX**



- Identify and explain the parts of a feature story.
- Apply design principles to design a magazine cover.
- Apply design principles to design a table of contents.
- Give relevant feedback to other students on their magazine covers and table of contents.
- Write an effective feature story for the magazine. View: Week 2
- Overview [VIDEO]



- **Readings:**
  - Feature Story Structure and Instructions [PDF]
  - Magazine Cover Design and Table of Contents Design Instructions [PDF]
  - Considerations When Giving Feedback [PDF]
- **Learning Resources:**
  - Magazine Cover and Table of Contents Instructions [VIDEO]
  - Feature Story Instructions [VIDEO]
  - InDesign - Placing and Resizing Images [VIDEO]
  - InDesign – Adjusting and Fitting Images [VIDEO]
  - InDesign – Placing and Flowing Text [VIDEO]
  - InDesign – Formatting Text [VIDEO]



- Discussion for Week 2
  - Due: Saturday, Tuesday
  - Points: Class Participation
- Assignment for Week 2: Magazine Cover Design
  - Due: Tuesday
  - Points: 100

**MODULE 3:**  
**XX/XX/XX-XX/XX/XX**



- Describe considerations editors should take when deciding which photos to use in a publication.
- Apply photographic principles in order to select photos for a publication.
- Identify the various components of a magazine feature story layout.
- Design a feature story using a grid.
- Give feedback to other students about their magazine layouts by using design principles and practices as criteria.
- View: Week 3 Overview [VIDEO]



- **Readings:**
  - Effective Photography in Magazines [PDF]
  - Publication Layout Terms [PDF]
- **Learning Resources:**
  - Case Study – JPG Magazine, Photography, and Using a Grid [VIDEO]
  - Feature Story Design Instructions and Using a Grid [VIDEO]
  - InDesign – Character and Paragraph Styles [VIDEO]
  - InDesign – Wrapping Text around Images and Shapes [VIDEO]
  - InDesign – Creating Type on Paths [VIDEO]
  - InDesign – Arranging and Selecting Objects [VIDEO]
  - InDesign – Aligning and Distributing Objects [VIDEO]

- InDesign – Using the Content Collector and Placer Tools [VIDEO]
- InDesign – Finding and Changing Text [VIDEO]



- Discussion for Week 3
  - Due: Saturday, Tuesday
  - Points: Class Participation
- Quiz 1
  - Due: Tuesday
  - Points: 100

**MODULE 4:**  
**XX/XX/XX-XX/XX/XX**



- Identify different categories of typefaces in editorial design.
- Write a second effective feature story.
- Design the second feature story using a grid.
- Give feedback to other students about their magazine layouts by using design principles and practices as criteria.
- View: Week 4 Overview [VIDEO]



- **Readings:**
  - Typography in Editorial Design [PDF]
- **Learning Resources:**
  - Week 4 Practice Support Files [SUPPORT FILE]
  - Type Terminology and Working with Type [VIDEO]
  - Typefaces and Best Practices [VIDEO]
  - InDesign – Using the Gap Tool to Adjust Photo Layouts [VIDEO]
  - InDesign – Using the Page Tool [VIDEO]
  - InDesign – Adding Color with the Color Theme Tool [VIDEO]
  - InDesign – Using the Pencil and Pen Tools [VIDEO]
  - InDesign – Drawing and Using Shapes and Frames [VIDEO]
  - InDesign – Using Custom Corners in Shapes [VIDEO]



- Discussion for Week 4
  - Due: Saturday, Tuesday
  - Points: Class Participation
- Quiz 2
  - Due: Tuesday
  - Points: 100

**MODULE 5:**  
**XX/XX/XX-XX/XX/XX**



- Match color terminology with their concepts.
- Develop and propose a color theme for a publication.
- Write a third effective feature story.
- Design the third feature story using a grid.
- Give feedback to other students about their magazine layouts by using design principles and practices as criteria.
- View: Week 5 Overview [VIDEO]



- **Readings:**
  - Color Terms and Modes [PDF]
  - Color Wheels and Harmony [PDF]
  - Color Theme Proposal Instructions [PDF]
- **Learning Resources:**
  - Color Terms and Color Modes [VIDEO]
  - Color Wheels and Color Harmony [VIDEO]
  - InDesign – Creating and Applying Master Pages [VIDEO]
  - InDesign – Working with Layers [VIDEO]
  - InDesign – Creating a Library [VIDEO]
  - InDesign – Creating and Using Snippets [VIDEO]
  - InDesign – Saving and Exporting Files [VIDEO]
  - InDesign – Fixing Missing Links [VIDEO]
  - InDesign – Printing and Preflighting [VIDEO]
  - InDesign – Packaging Files [VIDEO]





- Discussion for Week 5
  - Due: Saturday, Tuesday
  - Points: Class Participation
- Quiz 3
  - Due: Tuesday
  - Points: 100

**MODULE 6:**  
**XX/XX/XX-XX/XX/XX**



- Describe the types of illustrations and infographics in magazines and other publications.
- Write a fourth effective feature story.
- Design the fourth feature story using a grid.
- Give feedback to other students about their magazine layouts by using design principles and practices as criteria.
- View: Week 6 Overview [VIDEO]



- **Readings:**
  - Illustrations and Infographics in Publications [PDF]
- **Learning Resources:**
  - Week 6 Practice Support Files [SUPPORT FILE]
  - Design an Infographic Using Illustrator – Optional Practice Activity [VIDEO]



- Discussion for Week 6
  - Due: Saturday, Tuesday
  - Points: Class Participation
- Quiz 4

- Due: Tuesday
- Points: 100

**MODULE 7:**  
**XX/XX/XX-XX/XX/XX**



- Identify the process and importance of copyediting and proofing in publishing.
- Write a fourth effective feature story.
- Design the fourth feature story using a grid.
- Give feedback to other students about their magazine layouts by using design principles and practices as criteria.
- View: Week 7 Overview [VIDEO]



- **Readings:**
  - Publications Industry Proofreading Marks [PDF]
- **Learning Resources:**
  - Copyediting and Proofing Marks in Magazine Design [VIDEO]



- Discussion for Week 7
  - Due: Saturday, Tuesday
  - Points: Class Participation
- Quiz 5
  - Due: Tuesday
  - Points: 100



**MODULE 8:**  
**XX/XX/XX-XX/XX/XX**



- Apply primary principles of editorial design, color, and typography to complete production of a 20-page magazine.
- Publish a 20-page magazine online.
- Give feedback to other students about their magazines, using the primary principles and practices of effective magazine design as criteria.
- Demonstrate knowledge of primary principles and practices of magazine design and production by completing a final exam on these topics.
- View: Week 8 Overview [VIDEO]



- **Readings:**
  - Publishing Your Magazine [PDF]
- **Learning Resources:**
  - Publishing Your Magazine [VIDEO]



- Discussion for Week 8
  - Due: Saturday, Tuesday
  - Points: Class Participation
- Assignment for Week 8: Final 20-page Magazine

- Due: Tuesday
- Points: 100
- Final Exam
  - Due: Tuesday
  - Points: 100

## **SECTION 4: ASSESSMENTS**

### **Quizzes**

#### **Description**

Quizzes are included in most of the weeks of this course, in order to assess learning of key concepts.

#### **Total Possible Points**

500

#### **Grade Weight**

30% (Quiz 1 is worth 10% of the final grade. Quizzes 2 through 5 are worth 5% of the final grade each).

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### **Magazine Cover**

#### **Description**

The magazine cover needs to include a cover story and prominent photo or illustration and magazine title. Other possible elements include mentions of other stories or other photos or illustrations. Upload as a PDF to the forum for peer critique and professor grade and feedback.

#### **Total Possible Points**

100

#### **Grade Weight**

5%



**Final Exam**

**Description**

The final exam assesses knowledge of key concepts and primary principles of magazine design and production.

**Total Possible Points**

100

**Grade Weight**

15%

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**Final 20-page Paper**

**Description**

The 20-page magazine is the major project of this course; it is meant to enable students to demonstrate their skills in magazine design and production, including effective photography, copyediting, illustrations, feature stories, typography, color, and application of editorial design principles.

Refer to rubric for grading criteria.

**Total Possible Points**

100

**Grade Weight**

40%

## **Class Participation**

### **Description**

Class participation is important in this class; be sure to post on time to get feedback and to provide meaningful feedback to peers.

### **Total Possible Points**

10

### **Grade Weight**

10%

## **Appendix A**

1. Magazine Industry Facts and Data - <http://www.magazine.org/insights-resources/research-publications/trends-data/magazine-industry-facts-data>
2. Associated Press Stylebook
3. Layout Essentials: 100 Design Principles for Using Grids by Beth Tondreau
4. Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students by Ellen Lupton