

SYLLABUS

Classroom:

J323-001, 4-6 –T/Thurs
J323-002, 2-4 –T/Thurs

Instructor:

Pamela Leidig-Farmen
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642-5932 (h)
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Office hours:

You are welcome to drop by my office at anytime. I may be in a meeting or teaching a class when you come by, so you are welcome to make an appointment with me to assure that I will be available. The times that I teach classes are:
mon/wed., 2-4 & 4-6
tues/thurs., 2-4 & 4-6

I will most likely be in my office during the following times:
mon. - thur., 11-1

READING

Required:

The purchase of 4 or more magazines is required.

Reference Text:

The Electronic Textbook which is located on the file server and will be an intrical part of the course.
<http://www.journalism.bsu.edu/classes/pfarmen/myhomepage2.html>

Supplemental texts:

ISSUES: Magazine Design That Works: Secrets for Successful Magazine Design
by Stacey King

The Official Adobe Print Publishing Guide: The Essential Resource for Print Publishing

The Associated Press Stylebook and Libel Manual (required for all courses)

Journalism 323 **Magazine Design**

Rationale

This course relates graphic design fundamentals and production skills specifically to magazines. Students will learn how to develop design strategies for a variety of magazine types with an emphasis on design as an editing process. Students will learn to relate graphic appeal and taste to specific target audiences. Most importantly, students will gain an understanding of the importance of the art of collaboration in the design process, planning and analysis of magazine production. Students will be divided into teams who collaborate to produce and print a full-color magazine by the end of the semester.

This course will utilize an electronic publishing software program, InDesign and an image-manipulation software program, Photoshop. Students should already have fundamental proficiency in computer-generated pagination skills and understand the basic requirements of scanning, resizing and cropping of photographs.

The major emphasis of all design principles, visual perception and graphic design taught and executed during this course will apply to magazines and their formats. By looking at many different types of magazines, students will gain an understanding of why something was designed the way it was, the thought process behind the design and how the design was constructed.

Each class period generally will include time for lecture, response, assignments, lab work and breaks. While most class meetings will allow for lab time, it is not guaranteed and will definitely not be enough time to complete the required assignments and the magazine for the semester.

NOTE: In order to complete course work and assignments, it will be necessary to spend much out-of class time in the graphics lab. **Plan now to spend six to eight hours a week planning and creating projects.** While each magazine is in full development, it will require more than six to eight hours a week to meet the deadline. Though some class time will be devoted to supervised lab work, students will need to schedule lab hours to accommodate their own team's schedule. Journalism lab schedules are posted throughout the building. It is best to schedule time when work on projects can be done early.

Course Objectives

- To survey and apply the principles of graphic design to magazines
- To understand cross-cultural influences in visual perception and communication design
- To visually, rather than verbally, communicate effectively
- To understand the design process, from brainstorming to final product
- To implement and understand collaboration techniques
- To understand typographical theory & design
- To develop graphic presentation skills
- To understand & apply basic magazine layout & design
- To understand & apply basic color theory
- To develop a correlation between editorial content and visual presentation specific to magazines
- To introduce magazine types relative to function and target audiences
- To understand the principles of commercial printing
- To introduce students to magazine design styles
- To explore approaches to redesign
- To understand the process of art direction
- To determine magazine principles

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GRADE SCALE

A+	97%
A	93%
A-	90%
B+	87%
B	83%
B-	80%
C+	77%
C	73%
C-	70%
D+	67%
D	63%
D-	60%
F	0%

Students must attain a grade of C or repeat the course.

PROFESSIONALS IN RESIDENCE

Each student is required to attend one professional-in-residence speaker each semester. Our guest speakers will be announced at a later date. Look for the flyers that will be posted throughout the building announcing these lectures. A schedule will be provided during class. Failure to attend a professional-in-residence speaker will result in a 15 percent grade reduction. A print out of all confirmed professional-in-residence speakers will be given to you next class period.

DISABLED STUDENT POLICY

If you need course adaptations or accommodations because of a disability, if you have medical information to share with me, or if you need special arrangements in case the building must be evacuated, please make an appointment to see me as soon as possible.

DIVERSITY STATEMENT

The Department of Journalism is committed to creating an awareness of diversity issues as they relate to the society, to the workplace and to the classroom.

Course Topics:

- Visual and verbal correlation
- Combining design and typography with writing and editing
- Design analysis from the editor's viewpoint
- Typographical theory;
.....Measurement, Families, Designing with type
- Layout techniques
- Caption writing and title writing
- Spread linkage and design methods
- Cover, constants and feature design methodology
- Coordination of art direction and photo selection
- Color Theory

Course Requirements

Course requirements will include several assignments and a full-color magazine per team. Supported by reading the electronic text, class lectures, critiques, and handouts, students will learn the fundamentals needed to complete these assignments and the full-color magazines.

Grades will be based solely on student achievement as measured by the quality of one's work. Attempts by students to influence their grades by other means, such as stating what grade they expect or want, asking what they individually need to do to get a specific grade or excessive requests for feedback about grades are considered violations of academic ethics. Each assignment, full-color magazine and final presentation will be assigned a point total. Grades will be made up of the following weights, 45% projects and assignments, 35% collaboration and 20% for class contributions, participation during critiques, & attitude. These percentages are subject to change because of additional or fewer assignments as needed.

Attendance at one Department of Journalism sponsored lecture is a mandatory requirement. Journalism majors must attain a grade of C or better to successfully satisfy course requirements. A grade of C- or lower will cause repeat of the course. The grade of "incomplete" will not be issued in this course.

Class Format

Lectures, demonstrations, hands-on lab experience and critiques. Critiques are a valuable part of the J323 course. Development of a "critical eye," analyzing graphic material, giving and receiving constructive criticism is fundamental in all graphic work and will be a factor in your final grade. Verbal contribution is expected and is to be used constructively.

Please Note:

- All assigned reports or research will be typed.

Attendance Policy

Be on time for the start of class.

- Attendance is mandatory. Attendance will be taken daily. The instructor's gradebook is the official record.
- More than two class absences results in an automatic, one-letter-grade reduction for the course.
- Three tardies is considered equal to one class absence.
- Four absences results in failure of the course. Because the class is fast-paced, you are expected to be on time and ready to participate every class meeting.
- Late arrivals and early departures will count as partial absence at the instructor's discretion.
- If a student is absent, it is his/her responsibility to contact the instructor prior to and be up-to-date for the next class.
- In the event of serious illness or a family emergency, the instructor abides by the University Handbook's Student Bereavement Policy.

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DEPARTMENTAL WRITING POLICY

The Department of Journalism regards writing performance and language usage and editing proficiency as essential to the satisfactory completion of journalism courses. Therefore, department instructors must monitor writing performance, language usage and editing in all courses. Student grades must reflect writing and editing, as well as reporting, criteria. The current AP Stylebook is required for all journalism classes unless the instructor requires students to use another published style manual.

MATERIALS REQUIRED

Multiple ZIP disks (Macintosh formatted only!) and/or CD-ROMs, 4 commercial magazines, color and/or black and white negative film, \$50 for several color assignments and for the final printing of your magazine.

COMPUTER LAB POLICY

All software loaded in the computer labs is the property of the Ball State Department of Journalism. Do not remove or alter any program on these computers. It is illegal to copy any of this software.

All Department of Journalism computer labs are used by journalism students only. Journalism Department hardware and software are for class use only, not personal use.

MAINTAINING DIGITAL WORK

Always backup any digital projects or assignments on a separate flash drive or CD-R. In other words, always have at least 2 digital copies of everything that you create. One CD will be more than enough room for your magazine and its assets.

Standards

In order to maintain an effective classroom learning environment, each student has the following responsibilities:

- Please come to class on time. Do not come to class tardy. If you can not make it to class on time, please do not come.
- Please come to class prepared. Do not come to class if you have not completed your assignment, turned in your assignment or are not prepared to contribute to the class and to your team members.
- Please remain engaged with the class discussions, presentations and critiques. Do not carry on private conversations in class or work on assignments or visit internet sites that are not directly related to the class session. If you do any of the above you will be asked to leave the classroom.
- While you are free to discuss your assignments with classmates, all homework is to be done individually. To get help from others in doing the assignments will be considered cheating. If you feel the need to cheat, please discuss the problem with me first.
- This course places equal emphasis on substance, accuracy and visual appearance. Your work should be of the highest quality on all of these levels.

• IT SHOULD BE UNDERSTOOD:

There is no equating the quantity of one's work with the quality of one's work. The amount of information covered in this course is vast; the assignment schedule can be intense; however, superior work, average work, poor work, and unacceptable work remain the same regardless of the number of assignments completed.

Throughout the semester, please make it a habit to integrate in all of your work the concepts you are introduced to. Students are responsible for learning AND integrating the information and technical skills presented in this course throughout all of their assignments and the final magazines.

Always follow directions for any assignments given. Make sure you fully understand any assignment procedure. Any course work submitted that does not conform to prescribed guidelines will not be accepted. Please read the Ball State's Academic Ethics Policy from the University Handbook for complete understanding of the ethics policy.

Policies

- NO LATE ASSIGNMENTS WILL BE ACCEPTED.
- Assignments will be turned in to the instructor when called for unless directed otherwise by the instructor. DO NOT place assignments on office doors or in mailboxes, etc., unless otherwise directed by the instructor.
- Neatness is mandatory and will be a factor in grading all projects. Points will be deducted for messy work.

Please Note:

- If you are having difficulty with any assignment or the subject matter, please bring it to the instructor's attention and request for help in a timely manner. It is the student's responsibility to let the instructor know when there is a problem.
 - The instructor reserves the right to lower a final grade one letter on the basis of disciplinary problems, demonstrations of rude or poor attitude, or failure to comply with foregoing guidelines.
 - No food or beverages in the computer lab.
 - The full-color magazines will require high-end full color copier printouts. The vendor of choice for this course is BSU Printing Services. Students will be charged by the vendor for the color printing of work. BSU Printing Services has excellent prices and the digital files are burned to a CD-ROM and taken to the Printing Service's Copy Center in the A & J bookstore.
 - Please check with the instructor about obtaining a student account for storage of digital work.
- THERE IS NO FORM OF EXTRA CREDIT FOR THIS COURSE.**

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assignments

- 1 - target audience
- 2 - dummy & layout
- 3 - ads selected
- 4 - ads scanned & placed
- 5 - thank-you notes:
- 6 - storyboards
- 7 - photoshoot
- 8 - text collected
- 9 - original writing
- 10 - title & subtitle writing
- 11 - grid assignment
- 12 - constants research
- 13 - designing a constant pg.
- 14 - cover
- 15 - feature spreads
- 16 - toc
- 17 - color tests
- 18 - dummy draft
- 19 - typewritten defense
- 20 - CCIM presentations

course plan

The following topics will be presented in class. This information is provided as a guide and WILL be subject to change.

content development

- introduction to course, syllabus, course expectations, the electronic textbook, back-up files, student accounts, personal time management skills.
- team selections, creative process vs end product, collaboration & accountability; past student magazines
- InDesign workshop
- c.s. kern field trip
- knowing your target audience-Steven Beverly

lectures

- target audiences & understanding the process
- production planning
- history of magazine industry
- influential art directors & designers
- photo composition, photo editing and selection; photo shoot & art direction
- magazine function & style
- the four F's & grids
- constant pages, design styles & visual personality
- designing a constant page
- toc & magazine cover design
- familiar format/ATSI & AXIS; continuation pgs. & typography
- color palettes

class discussions & critiques

- department pages design style & grids
- design principles, visual perception
- What makes it look so good!
- toc, cover & feature spreads
- magazine spreads & continuation pgs.
- production
- full magazine

assignments

- target audience
- dummy & layout
- ads selected
- ads scanned & placed
- storyboard your photo ideas
- art directed photoshoot
- collect all feature & department text; no dummy text!!!
- originally written feature or 2 dept. pages 800-1000 words; double spaced
- originally written titles, subtitles and photo captions
- grid assignment
- constants pages research
- create 3 distinct styles for depart. headers, folio line styles, titles, subtitles & body copy
- design covers
- design magazine spreads & continuation pgs. for feature stories
- design a toc
- color test files
- dummy draft of magazine with projected department pages, features
- full color printing
- digital transfer of full magazine to printing services
- bring 1 black & white print-out of your magazine & the completed dummy to the printing session
- typewritten defense on your magazine's design style
- list of all fonts; cover sheet for CCIM presentation
- all digital files for magazine are to be placed on a CD-ROM & turned in for evaluation

Student Participation

Rules for class participation:

- No missed classes without a doctor's or funeral director's certification.
- Each student will participate (on average) at least twice in each class session.
- Humor is permitted, but does not count as participation. No talking with friends or neighbors during class discussions and critiques.
- All students are to track the discussion and have completed all assignments.

Grading class participation:

- Class participation is crucial to success in this class. Participation means showing up for each class having completed the assignments, asking questions about anything that seems unclear or objectionable, offering responses, and listening to the responses of others.

Evaluation of participation falls into the following categories:

A-range:

- Regularly makes helpful, relevant contributions to the discussion or critique.
- Occasionally offers observations that challenge other participants to think about the material in new ways.
- Actively participates in group collaboration discussions.

B-range:

- Occasionally makes helpful, relevant contributions to the discussion or critique.
- Actively participates in group collaboration discussions.

C-range:

- Attends regularly and actively pays attention to the discussion or critique.
- Occasionally contributes to group collaboration discussions.

D or F-range:

- Does not attend regularly.
- Does not pay attention to the discussion or critique.
- Does not contribute to group collaboration discussions.

Modifiers:

- Missing more than two classes will lower your grade.
- Being totally distracted or inattentive will lower your grade.

Making contributions to discussion means:

- Asking questions about things said in class, that are unclear or confusing.
- Offering answers to questions asked by others in class.
- Making claims or observations about the issues being discussed.
- Offering support, criticism, modification, or clarification for claims being discussed.

Notice that the sheer number of your contributions does nothing to improve your grade. Contributions should be relevant and helpful. A genuine question **always** counts as relevant and helpful.

Relevant contributions show you are engaging with the issue being discussed at the time, and that you are well-prepared for class, **and that you are keeping an open mind.**

Helpful contributions advance or improve the discussion and critique by:

- Bringing in new ideas.
- Helping us understand the issues being discussed.
- Redirecting our attention to the topic.
- Keeping us "on track."
- Changing the subject when needed.