

COURSE CONTENT

Course Code	DV3002
Course Title	Editorial Design
Pre-requisites	DV2004 and DV2005
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

In this intermediate to advanced course, you will explore the creation, communication and publishing of visual stories for specific target audiences. By combining theory and practice-based research, you will receive an overview of contemporary editorial design orientations. You will engage in the conceptualization, content generation, editing, layout and printing of special-interest publications such as books, brochures, catalogues, magazines, newspapers, and other unique editorial formats. You will also address editorial design as a strategy that deals with multiple levels of information across one or more editions. This course provides valuable knowledge for all learning in visual communication.

Intended Learning Outcomes (ILO)

By the end of this course, you should be able to:

1. Describe editorial design development in a historical context.
2. Develop the visual content and purpose of a publication for a desired target audience.
3. Critically apply acquired knowledge to design projects with multiple levels of information across one or more editions.
4. Present proficient editorial design ideas and development in presentations and group discussions.
5. Participate actively in class discussion and critique editorial design ideas and techniques employed by peers in a constructive manner.

Course Content

Visual report study

Theoretical and practical analysis of printed media that allow visualizing stories effectively in accordance to a specific target audience. Visual reports will be examined throughout a wide range of case studies.

Special-interest publication analysis

By means of an investigation on special interest publications, its history and function, you will understand how to express the identity of particular groups through your own voice.

The need for publishing and the choice of media

You will analyze the stories to be published. You will consequently develop your own approach to communicate them. Parallel to the former, there will be a reflection on the choice of media selected for publishing.

Editorial design as a communication strategy

From idea generation to publishing, you will be able to comprehend and cohesively plan an editorial project.

Assignments and exercises

Project 1: Exercises that test ability to engage in an editorial design project.

Project 2: Intermediary assignment that introduces theory and practice regarding designing for print or digital environments with multiples levels of information across one or more editions.

Project 3: Advanced final project that integrates all theory and practice-based learning acquired during the course. The main objective of this project is to understand the editorial design production process. It focuses on the analysis of an editorial project as a whole from researching, data-generation, writing and designing to publishing.

Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Programme LO	Weighting	Team/ Individual
Continuous Assessment Project 1 and 2	1,2,3,4	--	40	Individual
Final Project: Project 3	1,2,3,4	--	40	Individual and/or Team
Continuous Assessment: Participation	5	--	20	Individual
Total			100%	

Recommended Reading and References

1. Harrower, Tim and Julie M. Elman. *The newspaper designer's handbook*. McGraw-Hill. 2013.
2. Heller, Steven; Ilić, M. *Icons of graphic design*. Thames & Hudson, 2008.
3. Heller, Steven. *Merz to Emigre and beyond: avant-garde magazine design of the twentieth century*. New York: Phaidon, 2003.
4. Hochuli, Jost. *Printed Matter, Mainly Books*. Niggli, 2002.
5. Jones, Terry. *Instant Design. A Manual of Graphic Techniques*. Architecture Design and Technology Press 1990.
6. Klanten, Robert; Hübner, M. et al. *Fully booked — ink on paper: design and concepts for new publications*. Gestalten, 2013.
7. Kobak, James. *How to Start a Magazine*. The Rowman & Littlefield Publishing Group, 2002.
8. Müller-Brockmann, Josef. *Grid Systems in Graphic Design* Verlag Niggli AG 1968.
9. Samara, Timothy *Making and Breaking the Grid*, Rockport Publishers 2005.
10. Zappaterra, Yolanda. *Editorial Design: for print and electronic media*. Laurence King Publishing 2007.

Course Policies and Student Responsibilities

(1) General

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

(2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign on the attendance register.

(3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the academic integrity website for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Planned Weekly Schedule*

*Subject to adjustment by instructor according to the teaching situation, students' progress, public holidays and unforeseeable circumstances. A revised schedule will be issued to students at the start of the semester.

Week	Topic	Course LO	Readings/ Activities
1 – 2	<u>Introduction</u> : general overview, creative projects, policies and grading. <u>Project 1</u> Basic exercise(s) that test(s) participants' ability to engage in an editorial design project.	1, 2, 3, 4,5	In-class exercise(s) on layout of a page or a spread by using given information on different subject matters. Assign readings and evaluating their reception.

3 – 7	<p><u>Project 2:</u> Intermediary assignment that introduces theory and practice regarding design objects with multiples levels of information within and across a single or several editions.</p> <p>This project will also exercise student's ability of creatively visualizing a specific story.</p>	1, 2, 3, 4,5	<p>Lecture on Editorial design theory and practices and analysis of specific case studies (Content will be in relation to the fundamentals of project 2)</p> <p>Student Presentations based on specific literature review and work in progress</p> <p>Critique sessions on work in progress</p>
8 – 13	<p><u>Project 3:</u> Advanced final project that integrates all theory and practice-based learning acquired during the course. The main objective of this project is to understand the editorial design production process. It focuses on the analysis of an editorial project as a whole from researching, data-generation, writing and designing to publishing.</p>	1, 2, 3, 4,5	<p>Lecture on Editorial design theory and practices and analysis of specific case studies (Content will be in relation to the fundamentals of project 3)</p> <p>Student Presentations based on specific literature review and work in progress</p> <p>Critique sessions on work in progress</p> <p>Individual consultation hours</p> <p>Guest speaker presentation</p>