

GVC403 - DESIGN FOR PUBLISHING

Course Title	DESIGN FOR PUBLISHING			
Course Code	GVC 403			
Course Type	Required			
Level	Bachelor			
Year / Semester	4 th Year / 7 th Semester			
Teacher's Name	Artemis Eleftheriadou			
ECTS	6	Lectures / Studio / week	3	Laboratories / week
Course Purpose and Objectives	<p>The course aims to:</p> <ul style="list-style-type: none"> • Examine the area of advanced publishing design and emerging publishing practices and forms, both in print and digital platforms • Evaluate magazine philosophy and predict contemporary niche audiences through specific subject matter research • Cultivate critical thinking, initiative and problem solving methods by providing the opportunity for self-negotiated projects • Advance visual awareness and intelligence in the area of contemporary magazine design • Further awareness and encourage experimentation with advanced editorial principles and innovative grid systems • Evaluate the purpose and significance of the relationship of information, language and image in large publishing editorials, targeting specific audiences • Strengthen material production and time-management techniques necessary for an all-rounded completion of a publishing design task 			
Learning Outcomes	<p>Upon successful completion of the course students should be able to:</p> <ul style="list-style-type: none"> • Appraise and predict new and alternative forms of publishing, focusing on the multifaceted genre of the contemporary magazine 			

	<ul style="list-style-type: none"> • Conduct relevant visual research and propose and defend self-initiated publishing projects locating specific aims and objectives, relevant philosophy and desired audiences • Design and assemble complex and large-scale publishing design – magazine, projects • Demonstrate advanced visual intelligence and competency regarding the grid system, large and diverse kinds of data and images • Identify and demonstrate awareness of the complex relationship of visual material, typography and message in magazine design • Anticipate and predict various preproduction and printing factors necessary for professional publishing results • Demonstrate time-management, leadership and problem-solving skills in the area of publishing design 		
Prerequisites	GVC308	Corequisites	-
Course Content	<p>The course examines advanced publishing design in emerging publishing practices and forms, both in print and digital platforms. It focuses mainly on magazine design introducing a brief survey of magazine design evolution, as well as the predominant ideas regarding their philosophy development and niche target audiences. Various significant and historical examples of magazine designs are studied and analysed.</p> <p>Through self-initiated project proposals, the course emphasizes editorial decision making and introduces advanced brief writing from start to finish, as well as evaluation and identification of specific aims and objectives, through advanced research and understanding of the current marketplace and audiences' lifestyles, habits and image factors.</p> <p>The course approaches different aspects of visual communication, such as photography, illustration, typography, flowing text, information tables etc., as well as innovative forms of interaction. Attention is also paid in making sense of the multifaceted and interconnected relationship of image, type and text in complex and large-scale contextual publishing tasks, as well as to the role of classifying images and written information in order to convey particular concepts, visual rhythm, balance and communication. The course studies and demonstrates in great detail the</p>		

	<p>making and breaking of advanced and experimental grid systems, encouraging novel and contemporary trends.</p> <p>Further the course explores and develops visual intelligence and contemporary visual literacy advancing and utilising various design mediums and methods. The course emphasizes the qualities and practices of editorial/magazine photography and illustration, fashion art directing, set-up design and styling as well as computer aided and handmade production process.</p>
Teaching Methodology	<p>The course is partly delivered through a series of lectures enforced with digital visual presentations on a brief history of magazine design, a survey on contemporary magazine trends and the various aspects of magazine design. Through an initial project brief, students are asked to conduct broad-thinking visual research in order to come up with their own self - negotiated proposal. Many learning activities are based on planned weekly assignments of various specific tasks on publishing practices (i.e grid development, page layout, cover branding, philosophy development, organization diagrams, mood board, display photography and styling etc.)</p> <p>The course engages with weekly group and/or individual tutorials ensuring constant evaluation, short exercises, practical workshops, one-day projects and extensive group critiques. Also, in-class discussions, inspirational exercises, visual research methodologies, brainstorming techniques, trial and error practices and concept development processes are applied. In addition, presentations, briefing and related material are available on the e-learning platform where students have access.</p>
Bibliography	<ul style="list-style-type: none"> • Caldwell Cath, Zappaterra Yolanda, <i>Editorial Design: Digital and Print</i>, Laurence King Publishing; 2 edition, 2014 • Apfelbaum Sue, Cezzar Juliette, <i>Designing the Editorial Experience: A Primer for Print, Web, and Mobile</i>, Rockport Publishers, 2014 • Jamieson Ruth, <i>Print is Dead. Long Live Print: The World's Best Independent Magazines</i>, Prestel, 2015 • Lewis Angharad, <i>So You Want to Publish a Magazine?</i>, Laurence King Publishing, 2016 • Cullen Kristin, <i>Layout Workbook</i>, Rockport, 2007

	<ul style="list-style-type: none"> • Samara Timothy, <i>Making and Breaking the Grid: A Graphic Design Layout Workshop</i>, Rockport, 2005 <p>Suggested magazines: Vice, Monocle V Magazine, V Man Magazine, W Magazine, Icon, Wad, Frame, Arena Homme +, Another Magazine, ID, Frankie, Dazed And Confused, Love, Acne Paper, Vault, Domus, Mark, Esquire, GQ, Grafik, Cmyk, Wallpaper, Cabinet, Kinfolk, Gin And It, Apology, Wilder Quarterly, Works That Work, Bone Shaker, Boat Magazine, Inventory, Wilder, Offscreed Lagom, Another Escape, The Works That Work, Delayed Gratification</p>
Assessment	<p>Overall the course is evaluated as follows:</p> <ul style="list-style-type: none"> • Final Assessment 34% <ul style="list-style-type: none"> - Design Intelligence 40%, - Research and Methodology 20%, - Experimentation and Analysis 20%, - Time management and Presentation 20% • Course work 66% <ul style="list-style-type: none"> Interim Critique 33% Final Critique 33% <p>Project 01: Magazine Design and Production 100%</p> <ul style="list-style-type: none"> - Completion of the proposed task 20% - Visual intelligence (Text layout, typography, colour, creative and good use of the grid system, creative visualisation,) originality and innovation. Visual experimentation and research. 30% - Visual and conceptual philosophy 8% - Branding and visual identity 10% - 3D final production 20%

	<ul style="list-style-type: none"> - Mock-up, documentation of process and 12% <p>Students are assessed via the following methods:</p> <ul style="list-style-type: none"> - Weekly sketchbook and research presentations - Mid-project and final oral project presentations - Weekly, short visual or written assignments - Group and individual discussions - Final end of the semester assessment: individual presentation in front of a group of faculty members
Language	English