University of Nicosia

Course Syllabus

Course Code	Course Title	ECTS Credits
DES-256	Editorial Design	6
Prerequisites	**Department**	**Semester**
DES-166 & DES-226	Design and Multimedia	Spring
Type of Course	**Field**	**Language of Instruction**
Required	Graphic Communication	English
Level of Course	**Lecturer(s)**	**Year of Study**
2nd Cycle	Maria Stavride	2nd
Mode of Delivery	**Work Placement**	**Corequisites**
Face to face	NA	NA

Course Objectives:

The main objectives of the course are to:
- Introduce students to editorial and periodical publication design (magazines, newspapers, supplements, broadsheets).
- Cover the deferent parameters influencing the identity and development of layout in multi-paged, periodical publications.
- Thoroughly discuss the different principles influencing typography at micro and macro level in periodical publications.
- Enable students to define, evaluate and creatively develop the identity and layout of a periodical publication.

Learning Outcomes:

After completion of the course students are expected to be able to:
1. Identify the different areas editorial design covers.
2. Recognize and discuss issues related to editorial design history and theory.
3. Distinguish and evaluate the characteristics of a periodical publication; function, format, target audience, branding and identity.
4. Define the design principles influencing the development of typography and layout in periodical publications.
5. Demonstrate an understanding of the different design parameters utilized in the development of a periodical publication.
6. Appraise the technical issues (colour, images and font usage) for the output of a publication.

7. Manage the design process in the development of a publication's identity, its implementation on multiple pages using a page layout program; from research to layout development and to final visual stage.

Course Content:

Introduction to the course
Course outline / Course overview / Assessment Factors.

Introduction to Editorial Design
What is Editorial Design? Aims, elements and function of editorial design. The different roles of a graphic designer in editorial design. Editorial formats; newspapers, magazines, digital formats.

Analyse the development of the identity of a publication.
Function, format, target audience, branding and Identity, layout and styling of a publication (graphic elements, colour palettes, font palettes, imagery style).

Page anatomy in Editorial Design
Layout and typographic terminology & application. Introduction to the basic vocabulary of publication Design.

The aims and elements of Editorial Design: The impact of image and text in editorial design context.
Image, Text and Visual Organization in Page Layout (spreads) – Page structure.

Determining factors in Layout Construction
Planning and timeline, the production cycle, practical factors, design factors.

Typography in Editorial Design 1: Text & Display
Text Hierarchy: Headlines, Subheads, Breakouts, Captions, Folios. Importance and usage in editorial design.

Typography in Editorial Design 2:
Macro- and Micro-typography in Editorial Design (space between words, within words, between lines, punctuation and the finer points).

Types of Page in a Magazine
Contents, product pages, columns, featuring articles, imprint, dividers, theme sections.

Grid
How grid is used in the different types of pages of a magazine.

Magazine Covers

Analyse the different parts of a Magazine Cover; Logos, Cover Lines, Image and Identity. Case Studies: Case Studies: Ray Gun, The Face, Émigré, iD, Colors, Playboy, Twen, Harpers Bazar, Hello, Vogue.

Print production in Editorial Design
Preparing a magazine for production.

Learning Activities and Teaching Methods:

Lectures and Presentations, Software Demonstrations, Group Discussions and Critiques, Projects / Exercises, One to One Tutorials.

Assessment Methods:

Exercises, Sketch Book (research, concept, identity development), Magazine Design Project (in three phases), Final Test, Attendance Participation.

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Editorial Design: Digital and Print	Caldwell, Cath	Laurence King Publishing Ltd	2014	978-1-78067-164-2 (*e-book*)
Lecturer's notes	Maria Stavride			

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guideline for Understanding & Applying Page Design Principles	Amy G., Ben J.	Beverly, MA: Rockport Publishers	2012	9781610584128. (*e-book)*

Publication Design Workbook	Timothy S.	Rockport Publishing	2007	1592531709
Grid Systems in Graphic Design	Brockmann J. M.	Arthur Niggli	2001	3721201450
Merz to Emigre and Beyond:Avant-Garde Magazine Design of the Twentieth Century	Heller S.	Phaidon Press	2003	0714839272
100 Years of Magazine Covers	Taylor S.	Black Dog Publishing	2006	1904772420
Surprise Me Editorial Design	Horst M.	Mark Batty Publisher	2003	0972563601
Art Direction + Editorial Design	Zappatera Y.	Abrams Studio	2007	0810993775