



Course Code DES-256	Course Title Editorial Design	ECTS Credits 6
Department Design and Multimedia	Semester Spring	Prerequisites DES-166 & DES-226
Type of Course Major	Field Graphic Communication	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 2 nd	Lecturer(s) Maria Stavride
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- Introduce students to editorial design and periodical publications (magazines, newspapers, supplements, broadsheets).
- Cover the different parameters influencing the identity and the development of layout in a multi-paged, periodical publication.
- Thoroughly discuss the different principles influencing typography at micro and macro level in a periodical publication.
- 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 (color, 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 Contents:

1. Introduction to the course: Defining Editorial Design
2. Analyzing the identity of a Periodical Publication: Function, Format, Target audience, Branding and Identity
3. The aims and elements of Editorial Design: Image, Text and Visual Organization
4. Page Layout and Grid Systems: Symmetrical / Asymmetrical /Modular
5. Typography In Editorial Design 1: Text & Display type
6. Typography In Editorial Design 2: Text Hierarchy in Editorial Design
7. Typography In Editorial Design 3: Microtypography and Macrotypography
8. Magazine Covers: The anatomy of a Magazine Cover; logo, cover lines, types of cover, image and identity
9. The anatomy of page in Periodical Publications
10. Brief history of Editorial Design
11. Case Studies: Ray gun, The Face, Émigré, iD, Colors, Playboy, Twen, Harpers

Bazar, Hello, Vogue.
 12. Page layout software, and how to be utilized in Editorial Design.
 13. Technical Issues for the output of a periodical publication.

Learning Activities and Teaching Methods:

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

Assessment Methods:

Projects, Research Paper, Exercises, Attendance/Performance

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Timothy Samara	Publication Design Workbook	Rockport Publishing	2007	1592531709

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
HORST, M.,	Surprise Me Editorial Design	Mark Batty Publisher	2003	0972563601
ZAPPATERA, Y.,	Editorial Design for Print and Electronic Media	Rotovision SA Publisher	2002	2880467187
ZAPPATERA, Y.,	Art Direction + Editorial Design	Abrams Studio	2007	0810993775
Elam, K	Grid Systems: Principles of Organizing Type	Princeton Architectural Press	2004	1568984650
Josef Muller-Brockmann	Grid Systems in Graphic Design	Arthur Niggli	2001	3721201450
GNIGHT, C. AND GLASER, J.	Graphic Designer's Guide to Effective Visual Communication: Creating Hierarchies with Type, Image, and Color	Rotovision SA	2005	2880468108
STEVEN HELLER	Merz to Emigre and Beyond: Avant-Garde Magazine Design of the Twentieth Century	Phaidon Press	2003	0714839272
TAYLOR, S.,	100 Years of Magazine Covers	Black Dog Publishing	2006	1904772420