ECTS Syllabus

Course title	**Editorial Design**
Course code	**GDES-256**
Course type	**Compulsory**
Level	**1ˢᵗ Cycle**
Year / Semester	**2ⁿᵈ**
Teacher's name	**Maria Stavride**

ECTS	6	**Lectures / week**	1/week	**Laboratories / week**	

Course purpose and objectives	The main objectives of the course are to: • Identify and explain the basics of editorial design for periodical publications such as magazines, newspapers. • Examine how various magazines and influential designers have revolutionized the design and production processes of magazines and periodical publications. • Explain the role of the designer in the editorial design process. • Discuss the various principles that influence the integration of images and text as essential elements in the editorial design process, particularly in the construction of layouts. • Examine how digital technologies influence basic editorial design principles for and the seamless integration of print with digital.
Learning outcomes	On completing the course students are expected to be able to: 1. Identify the different areas of editorial design practice. 2. Discuss issues related to editorial design history and theory. 3. Evaluate the basic features of digital and print periodical publications. 4. Define the typographic principles that inform the design and layout of periodical publications. 5. Appraise technical, digital and print production issues (colour, images, fonts). 1. Manage the design process from research to layout development and to final visual stage towards the establishment of a publication's identity.

Prerequisites	GDES-136	**Required**	

Course content	Introduction to editorial design; Analyse the development of the identity of a publication; Page anatomy in editorial design; The aims and elements of editorial design: the impact of image and text in editorial design context; Grids; Determining

	factors in layout construction; Typography in editorial design:Text & display; Page layout for print and digital magazines; The power of magazine covers; Print and digital production in editorial design.
Teaching methodology	Lectures, design projects, tutorials, written assignments (reports/presentations on project concept and research), written tests, critique sessions, workshops by visiting professionals, site visits.
Bibliography	Caldwell, C., 2024, *Editorial Design: Digital and Print*, Laurence King, Publishing Ltd, 1529419824 // Recommended Textbooks / Readings: Lupton, E., 2024, *Thinking with type*, 3rd ed., Princeton Architectural Press, 9781797226828 Graver, A., Jura, B., 2012, *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*, Rockport, 1592537855 Timothy, S., 2007, *Publication Design Workbook*, Rockport Publishing, 1592531709 Brockmann, J. M., Niggli, A., 2001, *Grid Systems in Graphic Design*, 3721201450 Heller, S., 2003, Merz to Emigre and Beyond: Avant-Garde Magazine Design of the Twentieth Century,Phaidon Press, 0714839272 Taylor, S., 2006, *100 Years of Magazine Covers*, Black Dog Publishing, 1904772420 Horst, M., 2003, *Surprise Me Editorial Design*, Mark Batty Publisher, 0972563601 Zappatera, Y.,2007, *Art Direction + Editorial Design*, Abrams Studio, 0810993775
Assessment	Editorial Design projects, class exercise, mid-term and final assessment, class participation and attendance.
Language	English