

Loyola University Chicago
Spring 2017
COMM 328- 201 Magazine Design and Production, SOC-Room 002
Tu/Th 10-11:15 a.m.

Instructor: Jessica R. Brown

E-mail: jbrown7@luc.edu (Please allow up to 24 hours for a response to e-mail; and do not expect a reply over the weekend. Remember to include your name and the course on your subject line. Please use your Loyola e-mail account when sending e-mails.)

Office: SOC 218 **Phone:** 312-915-7726 **Office Hours:** Wednesdays 2-4 p.m. & by appointment

COURSE DESCRIPTION

This course is designed to give students real-life experience in designing and producing a print magazine with supporting online content. Students will act as editors and designers for a multi-page print product, produce an online component of the magazine and pitch an editorial and design plan for the launch of their own magazine.

TEXT AND OTHER MATERIALS

- Johnson, S., Prijatel, P., *The Magazine from Cover to Cover*, 3rd edition (MCC)
- *Mosaic 2016* (Provided)
- *The Associated Press Stylebook 2014* or later (Copy Chief/Editors only)
- Design Guide: Sakai > Resources ■ Additional readings on Sakai > Resources (SR)
- \$20-\$30 for printing costs ■ External flash/hard drive ■ X-acto knife
- A print/digital Subscription to a monthly U.S. magazine: bring magazines to class for reference
- **Helpful websites:** coverjunkie.com; magazinelaunch.com; magazinedesigning.com; spd.org

GRADING

100-95	A	94-90	A-	89-87	B+	Assignments & Essays (20%)
86-83	B	82-80	B-	79-77	C+	Exams (%10)
76-74	C	73-70	C-	69-67	D+	Participation/Professionalism (10%)
66-65	D	Below 65	F			Final Project (30%) Mosaic Duties & Drafts (30%)

Plagiarism Statement: Please see additional handout

SPECIAL NEEDS

Students are urged to contact me should they have questions concerning course materials and procedures. If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact me within the first week of the semester so that arrangements can be made with the Services for Students with Disabilities (SSWD). Additional information about the services available at Loyola, including eligibility for services, is on the SSWD website: <<http://www.luc.edu/sswd/index.shtml>>

IMPORTANT NOTES:

1.) Unless otherwise instructed, all typed assignments must be in APA style (Times New Roman, 12 pt., double-spaced, with a title page and reference page), if applicable; all stapled in the top left corner.

- 2.) Once jobs are assigned, students will be expected to provide weekly updates in one-on-one meetings with the managing editor and myself. Because you have a job to do, participation at every class meeting is vital so that others do not have to do your work for you. Excessive absences may result in loss of job.
- 3.) Assignments and readings are due on the day they are listed.
- 4.) ALL photos for Mosaic should be **300 dpi**, but for your personal project they need only be **200 dpi**. Most photos have been taken in the editorial class. If you must use photos from elsewhere and cannot take them yourself, you should use creativecommons.org and properly credit the images.
- 5.) No student should ever edit or delete any file on the Google drive or Flickr – ALL work must be on your external drive and the server. ■ **Server Access: smb://147.126.88.36/Jessica** – Do Not share this address with anyone outside this course. You can also save your work by creating a Creative Cloud account. Because you have so many options to save, you will be given little concessions if you lose your external drive.
- 6.) Use of the server is for backup purposes and sharing only. You are required to save your work on your own drive in addition to using the server. If at any time content that should be on the server is missing, the editors reserve the right re-design pages without your input or knowledge.
- 7.) The server is for content related to this class ONLY. If at any time I find files that are for other courses (or people not in the class) on the server I reserve the right to remove them without your permission.
- 8.) Students should work on their own folders. NO STUDENT should ever edit, move or delete files in another person's folder. If this occurs, it will adversely affect your participation/professionalism grade.
- 9.) NO absence will be excused unless it is because of the death of a loved one or serious illness or injury. You will be required to present proof for an excused absence. Proof MUST be given no later than your first day back.
- 10.) You should be present and on time for every class. Because we are spending much of that time working on a shared, single project tardiness and leaving early will not be tolerated.
- 11.) PROFESSIONALISM** will be assessed on: being on time for class; not leaving class before it's been adjourned; being disruptive or rude to others; texting; gaming; playing games; using social networks; using technology or devices for purposes other than our course work; being deceptive about absences, missed work, or other course issues; doing work unrelated to this course; damaging equipment or using software inappropriate to this course or university policies. I will make note of any of these issues and adjust this grade accordingly.
- 12.) Pass/Fail assignments are worth 10 points, though points may be adjusted based on quality of work.
- 13.) Page drafts and critiques are mandatory. InDesign pdfs should be uploaded to Sakai for class review and discussion. To pass, the draft MUST have the headlines, cutlines, the story flowed in and the

photographs placed on the page, must be in pdf format; and the student must be present. Drafts/critiques are worth 10 points.

14.) We are using the **Adobe Creative Cloud 2015** for this course. If you have your own computer or subscription, please **CHECK THE VERSION**. Save InDesign files idml for universal use.

15.) GRADUATE STUDENTS (GA) are required to do 30-40% additional work in this course.

THE COURSE (Subject to change)

Week 1: Course Overview; Magazine Design

Jan. 17 – Course overview: Mosaic; File Management; Job Process; Assignments and Projects

Jan. 19 – Design basics: principles; typography, color, grids, visuals; Magazine as a historical & cultural artifact

ASSIGNMENT: Historical cover analysis due Feb. 9

JOB APPLICATIONS: (DUE via Sakai by 5 p.m. Jan. 22)

Readings: MCC chapter 4 and 5; SR Week 1

Week 2: Structure & Design; InDesign Overview; Story Budget

Jan. 24 – Introduction to InDesign; Magazine structure & anatomy

DUE: Mosaic 2016 critique DUE: Magazine subscription proof

Readings: Mosaic 2017 stories

Jan. 26 – EXERCISE: InDesign practice (due at end of class, upload pdf to Sakai)

Job interviews (**Positions will be posted by Friday, Jan. 27**)

Readings: SR Week 2

DUE: Layout requests

Week 3: Styles & Layouts; Photoshop

Jan. 31 – Designing styles; Layouts assigned

Reading: MCC chapters 8 and 10; SR Week 3

DUE: ME and DD choose and organize style sheet; PE organizes photos; add credit & captions; APM reaches out to contacts to verify ads

ASSIGNMENT: Hand-drawn sketch layouts (due Feb. 9)

Feb. 2 – **DUE: Historical cover analysis** (Class discussion will be led by GS)

Week 4: Photoshop & Design Work

Feb. 7 – Introduction to Photoshop

Reading: SR Week 4

Feb. 9 – Photoshop practice & Mosaic work

DUE: Hand-drawn sketches (ME & DD will assist with design plans)

Week 5: Drafts Round One

Feb. 14 – Class critique of ALL feature spreads

DUE: first draft pdfs due on Sakai

Reading: SR Week 5

Feb. 16 – Advertising & Promotion in magazines; Mosaic work
ASSIGNMENT: Advertising/Promotion analysis due Feb. 28
Reading: MCC chapters 3, 6 and 7

Week 6: Drafts Round Two; Legal issues; Head shots

Feb. 21 – Class critique of ALL feature spreads
DUE: second draft pdfs due on Sakai

Feb. 23 – Legal and ethical issues
Readings: MCC chapters 12 and 13
DUE: Advertising/Promotion analysis
ASSIGNMENT: Legal reports w/ GA-led class discussion due March 16

Week 7: Final drafts;

Feb. 28 – Class head shots
DUE: Cover draft pdfs due on Sakai
DUE final Mosaic layouts

Mar.2 – Digital magazine content; Mosaic final tweaks & break of book
Readings: MCC chapters 2; SR Week 7
DUE: CC and ME suggest layout of Mosaic

Week 8: Spring Break

March 7 & 9: NO CLASS, SPRING BREAK
Readings: MCC chapters 1, 9, and 11

Week 9: Final Project

March 14 – Final project detailed
ASSIGNMENT: Project “2-minute” Pitch due March 16;
Editorial plan draft due March 23
Readings: SR Week 9

Mar. 16 – Legal discussion; Pitches
DUE: 2-minute pitch
DUE: **Legal reports (Class discussion will be led by GS)
ASSIGNMENT: Pinterest Forum due Sunday March 20 by 5 p.m.

Week 10: How-To Session; Editorial Plan

March 21 – Pinterest Forum; Adobe Tutorials
DUE: Forum questions

Mar. 23 – **DUE: Editorial plan draft**

Week 11: Exam; Multimedia

March 28 – Exam: Layout (TBD)
 March 30 – EXERCISE: Shooting video and vocal delivery

Week 12: Interactivity and InDesign

April 4 – Interactive page elements I
 April 6– Interactive page elements II

Week 13: Final project work

April 11 – One-on-one sessions

April 13 – One-on-one sessions

Week 14: Project Drafts

April 18 – Cover, LFE

April 20 – TOC

Week 15: Project Drafts

April 25 – Features draft (departments)

April 27 – Features draft (cover story) & Web (GS)

Final Project Presentation: Tuesday, May 2, 1-3 p.m.

ASSIGNMENT DUE DATES AND DETAILS: (Subject to change)**Jan. 24: Mosaic 2016 Critique:**

On this date students should have 1-2 items to discuss about the previous year's Mosaic. These can be elements that were either successful or unsuccessful. If a student discusses a problem, then they should also discuss possible solutions. Students may note anything from design to reporting. This will be a roundtable discussion where everyone will be expected to contribute.

Jan. 24: Magazine subscription

Each student will be required to obtain a **print subscription** to a U.S. magazine with a minimum monthly frequency publication. To show proof, order your subscription online and forward me the email confirmation. If you already have a subscription, bring a copy of the magazine to class along with the mailing label. It is recommended that you also obtain access to the digital version (if available) to your magazine, or get a second digital-only subscription to another publication.

Jan. 22 (5 p.m.): Job Applications due via Sakai

All students are expected to apply for at least two positions on the Mosaic staff. While everyone will act as designers, additional roles are necessary to execute a successful product. Some may be assigned roles they did not apply for if others are more qualified for their desired position, and needs remain elsewhere. This process is designed to give students real-world experience in competition and working as a team toward a single goal. When applying, please provide examples of your work.

Jan. 26: Style Sheet

Select one of the Mosaic 2017 stories from the Google Drive that you would like to design and execute a practice layout. Using Chapter 10 as a guide, students must come up with options for: ***Title, subtitle, cutline, pull-quote, subhead, dingbat, initial caps, byline, photo credit, body copy, folio and color palette***. This should be executed on an 8.5 X 11 inch, two-page spread in InDesign. Students will upload a pdf of their page onto Sakai and print a color hard copy. The CD and ME will decide which designs are best suited for this edition of Mosaic.

****Feb. 2: Historical Cover Analysis**

Chapter 5 of the text discusses the political and social interaction of magazines and Chapter 10 discusses design, especially cover design. For this report, students must locate a historical cover and analyze it in terms of its political, social, and/or cultural significance, its journalistic integrity and quality of design. The cover must have an original publication date of **January 1949-December 2010**. This **two-page** report must be written in **APA style**. A separate **title page** with an image of the cover (with caption and

credit), proper title (not just the name of the assignment) student's name and date is required. A separate **reference page** (minimum 3 sources) with sources listed in **APA Style** is required; Students should answer the following questions in their write-up:

- What historical event surrounds the cover art?
- Who is the audience and/or what is the mission of the publication?
- Why is the cover noteworthy?/Who decided it was historical?
- What type of cover is it?
- Is the cover journalistically appropriate? Is it news, art or both?
- Include any other information or references you think is necessary and appropriate to the

analysis.

Graduate Students: five-page report; lead class discussion on overall power of magazines to highlight historical, political and cultural events/issues. This content should also appear in your report.

Feb. 9: Sketches: Hand-drawn sketches. Please see Sakai for details.

Feb. 16: Drafts Round One

A pdf of ALL pages are due. The InDesign pdfs should be uploaded for class review and discussion. To pass, the draft, students must have headlines, cutlines, and the story flowed in and the photographs placed on the page. You must also be present for presentation and discussion.

Feb. 21: Drafts Round Two

A pdf of ALL pages are due. The InDesign pdf should be uploaded to Sakai for class review and discussion. To pass, the draft, students must have headlines, cutlines, and the story flowed in and the photographs placed on the page. You must also be present for presentation and discussion. This round must have any updates or incorporate feedback received from round one of the drafts.

Feb. 23: Advertising/Promotion Analysis

Chapters 3 and 7 highlight the role of advertising and circulation promotions in the magazine industry. For this assignment students must select a U.S. magazine and analyze the advertising and promotion strategy. The essay should be **two pages in length**, and written in APA style. Ads must come from magazines published within 90 days of the assignment. This should be broken up into two parts. In **part one**, students should analyze a **single ad** and answer the following questions:

- Where is the ad located in the magazine? (Remember to identify the magazine and edition)
- Does it fit the target audience of the magazine and/or the product/brand?
- Is the ad selling a product or a brand?
- Are there any ethical issues associated with the ad, including where it is located relative to the editorial content or the content of the ad itself?
- You must neatly attach the **actual** print ad as the last page of your essay. Photo copies or copies printed from online are not acceptable.

Part two, which should have a separate sub head and only take up about a quarter of the entire essay, should address a **circulation promotion** (highlighted on **pages 176-179**) offered by the same magazine.

- Describe the promotion and why it is (or is not) suitable for the audience
- Do you react positively or negatively to it? Why?
- What is your opinion on this specific type of promotion?

Feb. 28: Final Drafts

A pdf uploaded to Sakai AND full page color print outs are due for the final drafts, including ads. All pages should be close to perfect and need only minor tweaks.

Feb. 28: Cover Draft

Each student will have the opportunity to have their cover design chosen for Mosaic 2017. Today students will show their cover ideas. You may submit **up to two cover options**.

****March 16: Legal Report**

Chapter 12 & 13 discusses many legal cases and ethical issues that have shaped the way journalists and media organizations practice their business. For this assignment you must pick one of these cases and share your opinion in a **two-page essay**. You may have to do more research than that available to you from the text. Again a title page and APA Style reference page is required. This report should:

- Briefly restate the legal issue and final judgment in your own words.
- Give your opinion on the matter. Do you think it is fair?
- Has this issue appeared in current events? Explain.
- How does it shape your view of journalists rights versus the rights of others?

Graduate Students: four-page essay; lead class discussion on legal/ethical responsibilities of magazines and editorial content, particularly where visuals are concerned. This content should also appear in your report.

March 21: Pinterest Forum: See Sakai > Forum

March 28: Exam: TBD

****May 2: 1-3 p.m.; Final Project;** See Sakai