


AUF
*The American
University of Florence*
SYLLABUS

JSCHOOL SCHOOL OF JOURNALISM, COMMUNICATION AND PUBLISHING (PU)
 SAS SCHOOL OF ARTS AND SCIENCES

SCHOOL OF JOURNALISM, COMMUNICATION AND PUBLISHING
 DEPARTMENT OF PUBLISHING / ENGLISH COMPOSITION AND CREATIVE WRITING
 COURSE TITLE: MAGAZINE EDITING AND PUBLISHING I
 COURSE CODE: CPPULM330; LACWLM330

3 semester credits

1. DESCRIPTION

The first of a two-part series on magazine production, this course gives students a professional magazine production experience as an academic course. Students, under the supervision of faculty members, will curate every phase of production brainstorming, design, writing, photos, editing, layouts, production, and distribution of a professional lifestyle magazine produced by the institution. The magazine and its semiannual format will represent the student's approach to living in Florence and topics such as the arts, gastronomy, travel, style, city scenes, etc. from a cutting-edge perspective that seeks to challenge and go beyond the surface of a city. Course projects and activities will interact with the journalism activities of *Blending*, the magazine of university's campus press Ingorda. This project requires additional hours outside of regularly scheduled class times. This class includes experiential learning with CEMI.

2. OBJECTIVES

By the end of the course students should be able to:

- Work with basic elements of editorial design
- Gain a working knowledge of magazine elements
- Gain familiarity with team/masthead collaboration
- Identify relationships between texts and images intended for publication

3. REQUIREMENTS

There are no prerequisites for this course.

4. METHOD

This course consists of lectures, class discussions, and projects.

The teaching method for this course is divided into two sections. In the first, meetings at the regular schedule time will be held with the instructor and conducted lecture and discussion-style. The section method consists of lab hours where the student will directly collaborate on the publishing activities of *Blending Newsletter & Magazine*. Duties may range from writing, graphic layout, photography, magazine marketing, etc.

Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, academic texts and studies, videos, slides, guided problem solving, and experiential and/or field learning activities where applicable.

5. TEXTBOOK – FURTHER READINGS – RESOURCES

TEXTBOOK (Copy available at the university library):

White, Jan V., Editing by Design: for designers, art directors, and editors: the classic guide to winning readers (3rd ed.), Allworth Press, 2003, ISBN 1-58115-302-3.

The text can be ordered at Amazon UK. A copy is available for consultation at the university library: <http://www.amazon.co.uk/dp/1581153023>.

Other readings will include a general overview of the previous issues of *Blending Magazine* from its first edition. A digital version is available at: <http://issue.com/fuaflorence>.

Further material, handouts and notes will eventually be distributed to the student during the term in pdf format. The textbook is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

FURTHER READINGS

Leslie, Jeremy; Blackwell, Lewis, Issues. New magazine design, Gingko publishing, 1999, ISBN 978-1584230250

Klanten, Robert, Ehmann, Sven, Turning Pages: Editorial Design for Print Media, Die Gestalten Verlag, 2010, ISBN 978-3899553147

LIBRARIES IN FLORENCE

Please consult the posted schedules for official opening times of the university library. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed.

Students may also utilize additional libraries and research centers within the local community:

BIBLIOTECA PALAGIO DI PARTE GUELFA

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation:

http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

BIBLIOTECA DELLE OBLATE

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation: www.bibliotecadelleoblate.it

THE HAROLD ACTON LIBRARY AT THE BRITISH INSTITUTE OF FLORENCE

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: www.britishinstitute.it/en

6. FIELD LEARNING

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

7. COURSE MATERIALS

No additional course materials are necessary.

8. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

9. EVALUATION – GRADING SYSTEM

10% Attendance

25% Class Participation – Assignments

10% Midterm Test
25% Final Exam
30% Final Project

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C- =70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE – PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

Absences are based on academic hours: 1 absence equals 3 lecture hours.

Two absences: 6 lecture hours, attendance and participation grade will be impacted.

Three absences: 9 lecture hours, the final grade may be lowered by one letter grade.

Four absences: 12 lecture hours, constitutes automatic failure of the course regardless of when absences are incurred.

Please note:

- The above hours refer to lecture hours. Please note that the contact / credit hour policy in the academic catalog includes additional distribution ratios according to delivery category. Ex: 1 absence equals 6 FL/SL/Lab hours or 9 EL hours.
- Hours may be distributed in different formats according to the academic course schedules.

LATE ARRIVAL AND EARLY DEPARTURE

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

TRAVEL (OR DELAYS DUE TO TRAVEL) IS NEVER AN EXCUSE FOR ABSENCE FROM CLASS.

It is the student's responsibility to know how many absences are incurred. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also apply to Field Learning and site visits.

11. EXAMS – PAPERS – PROJECTS

1. The **Midterm Test** counts for 10% of the overall grade.

Exam format: The test consists of 10 multiple choice questions and 5 short answer questions. Each multiple choice counts for 5 points each for a maximum of 50 points. Each short answer counts for 10 points each for a total of 50 points.

2. The **Final Exam** counts for **25%** of the overall grade.

Exam format: 10 short-answer questions and 2 essay questions. Students will have to answer with concise explanations, main ideas, key words, names, etc... Each correct and complete short answer will be given 7 points for a total of 70 maximum points, each correct essay question is worth 15 points for a total of 30 maximum points.

The time and date of exams cannot be changed for any reason.

3. **Final Project:** The results of the magazine project will be graded for **30%** of the overall course grade. The evaluation will be based on: effort, collaboration, organization and improvement both in off-class engagement (e.g. researches, interviews/article writing, image production or visual artists recruitment) and in-class work (e.g. brainstorming, report on found material/contribution, layout design), considering the specific student's background and skills.

Remember that the dates of the exams and projects cannot be changed for any reason, so please organize your personal plans accordingly.

12. LESSONS

Lesson 1	<ul style="list-style-type: none"> ▸ <i>Introduction to the course Lifestyle Magazine. Project I</i> ▸ Topic: INTRODUCTION TO THE COURSE ▸ Objective: Overview of the course; discussion on Blending magazine and newsletter; magazine project; editorial design. ▸ Project: Crit session of previous issues; introduction of the magazine theme; overview of submitted contributions. ▸ Reading: See the last Blending magazine issued. ▸ Assignment: Analyzing on the upcoming magazine theme, research on the theme (images/texts).
Lesson 2	<ul style="list-style-type: none"> ▸ Topic: TEAMWORK AND PUBLICATION STRUCTURE ▸ Objective: Brief survey of the history of magazine. Overview on <u>editorial team composition</u>, magazine anatomy, <u>narrative structure</u>, <u>flow of informations</u>, strategies to <u>capture reader's attention</u>. ▸ Project: Flatplan of previous issue, analysis of contributions, evaluation of images, research for extra images; planning of group workflow and individual tasks. ▸ Reading: pp. 1-14. ▸ Assignment: Analyzing the structure of two magazines.
Lesson 3	<ul style="list-style-type: none"> ▸ Topic: SPACE AND SEQUENCING ▸ Objective: How text and image arrangement changes in books, magazines and newspapers. The use of <u>space</u> and the effect on <u>pace</u>. ▸ Project: Discussing page/information flow of the last issues of Blending magazine. Planning the upcoming issue structure. Establishing contact with visual artist contributors (photographers, illustrators). ▸ InDesign: Creation of a new document, master page, basic tools. ▸ Reading: pp. 15-42. ▸ Assignment: Analyzing book/newspaper/magazine page layout.
Lesson 4	<ul style="list-style-type: none"> ▸ Topic: COLUMNS, GRIDS, AND MARGINS ▸ Objective: Overview on <u>page layout</u>, usage of <u>grids</u>, different <u>typologies</u>. ▸ Project: Structuring the text hierarchy of assigned articles. Analyze of BM page layout: the usage of a template. ▸ InDesign: Setting margins, columns and rows. Inserting text and images. ▸ Reading: pp. 43-60. ▸ Assignment: Analyzing magazines grids.

Lesson 5	<ul style="list-style-type: none"> ▸ Topic: PAGE COMPOSITION ▸ Objective: Learning how to allocate <u>contents on page</u>, dealing with grids, alignment, spacing. How to use visual strategies as <u>contrast</u>, <u>symmetry and asymmetry</u>, <u>disguising</u>. ▸ Project: Updating image contributions. Grid exercises on assigned articles. Development of page layout. ▸ InDesign: The baseline grid. Text distribution. Creating a doc grid for text and image placement. Combining grids for page layout. ▸ Reading: pp. 61-101. ▸ Assignment: Analyzing magazines basic composition aspects, samples of contrast, symmetry/asymmetry.
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Lesson 6	<ul style="list-style-type: none"> ▸ Topic: TEXT COMPOSITION ▸ Objective: Overview on <u>font</u> typologies, families and general usage: cases, functionality, spacing, runaround, paragraph structures. <u>Headlines</u>: function, form and composition. How to structure the text hierarchy by <u>subheads</u> and sections, highlighted <u>initials</u>, <u>pullout quotes</u>, and <u>image captions</u>. ▸ Project: Development on assigned articles layout. Exercises with photographs and images for page layout. ▸ InDesign: Working with text boxes, fonts, character and paragraph options. Exercises on text composition (kern, leading). Indentation, initials, style palettes. Exercises with subheads, pullout quotes, captions. ▸ Reading: pp. 102-142. ▸ Assignment: Analyzing font usage in magazines, text hierarchy in magazines.
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Lesson 7	▸ MIDTERM EXAM
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Lesson 8	▸ ACADEMIC BREAK
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Lesson 9	<ul style="list-style-type: none"> ▸ Topic: IMAGES AND VISUAL COMPLEMENTS ▸ Objective: Getting a deep understanding of the usage of images in publishing design by analyzing <u>meaning</u>, <u>composition</u>, <u>size</u>, <u>cropping</u>, <u>style</u>, <u>typologies</u> (pictures, drawings, text as image). The role of <u>diagrams</u>, options and variations, map, and tables. ▸ Project: Evaluation of images received, selecting, editing. ▸ InDesign: Image editing and composition. Image exercises on assigned articles. ▸ Reading: pp. 143-170. ▸ Assignment: Analyzing image usage in magazines.
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Lesson 10	<ul style="list-style-type: none"> ▸ Topic: DETAILS AND FINISHINGS ▸ Objective: Learn how to improve the page layout structure by <u>boxes</u>, <u>rulers</u>, and <u>shadows</u>. ▸ Project: Defining of page layout details; strengthening content. ▸ InDesign: Exercises on boxes. ▸ Reading: pp. 171-184. ▸ Assignment: Analyzing boxes and sidebars in magazines.
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Lesson 11	<ul style="list-style-type: none"> ▸ Topic: COVER, TOC, SIGNALS ▸ Objective: Analyze of <u>cover</u> anatomy. <u>Table of content</u>: function, structure and layout options. <u>Navigation elements</u>: section indicators, headers, footnotes, page numbers. ▸ Project: Brainstorming on cover. Definition of table of content, signals. ▸ Reading: pp. 185-200. ▸ Assignment: Analyzing magazines cover, TOC, signals.
Lesson 12	<ul style="list-style-type: none"> ▸ Topic: COLOR ▸ Objective: Overview on color usage in publishing design to highlight informations, to structure the page, in association with text and/or image. Tips for balancing fresh, creative and innovative ideas with consistency. ▸ Project: Experiment on color usage within the template. Refinement of assigned articles. ▸ Reading: pp. 201-222. ▸ Assignment: Analyzing color usage in magazines of different kind.
Lesson 13	<ul style="list-style-type: none"> ▸ Topic: FINAL CHECK #1 ▸ Objective: The final steps of the production: proofreading, check on alignments, text composition, fonts, images. ▸ Project: Creation of PDF printing file from assigned articles. ▸ Reading: pp. 223-240. ▸ Assignment: Adding edit notes on PDF.
Lesson 14	<ul style="list-style-type: none"> ▸ Topic: FINAL CHECK #2 ▸ Objective: Confronting with other teamwork groups, assembling the different parts and checking sequencing, pace, balance. ▸ Project: Finalization of assigned articles and cover design. Cross check with other students article layout.
Lesson 15	<ul style="list-style-type: none"> ▸ FINAL EXAM (on Textbook and InDesign) <p>Presentation of the Project (magazine articles assigned).</p> <p>Note: <i>By <u>Lesson 15</u> we will have finalized the general structure/content of the magazine before the printing process.</i></p>

Note: Final project processes are organized according to the working flow of magazine production. Please consult the *Blending Magazine* procedures available on MyFUA for production details, timing, and structure.