



SYLLABUS

**PALAZZI FLORENCE ASSOCIATION FOR INTERNATIONAL EDUCATION
FLORENCE UNIVERSITY OF THE ARTS
JSCHOOL - SCHOOL OF JOURNALISM, COMMUNICATION AND PUBLISHING (PU)**

DEPARTMENT OF PUBLISHING

COURSE TITLE Magazine Editing and Publishing I

COURSE CODE CPPULM330

3 credit hours

1. DESCRIPTION

The first of a two-part series on magazine production, Lifestyle Magazine I 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 FUA's campus press Ingorda. This project requires additional hours outside of regularly scheduled class times.

This class includes experiential learning with CEMI.

2. OBJECTIVE

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

- Prerequisites: Fundamentals of Publishing and Editing or equivalent.
- Lectures are held in English.
- Beyond the regular class hours, students will be required to participate in lab hours outside of the scheduled indicated in the FUA Course Schedule.
- Students will be involved heavily in journalism: review, selection, edit of article and images submitted during the first week of the course for the final project.

- All materials turned in for coursework must be typed. If you do not have personal computer in Florence you may use the school computer facilities within opening hours.
- No eating or drinking in class, cell phones must be turned off.
- School policies as described in the Academic Handbook and in this syllabus must be respected.

4. METHOD

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.

5. TEXT BOOK – FURTHER READINGS – INTERNET RESOURCES

TEXT BOOK

This course will focus on the basic principles of Editorial Design from the perspective of a magazine production. Specific and isolated problems will be analyzed, through an increased progression from the general to the particular, such as: structure, captions, navigation, use of images, spacing, margins, columns and grids, page symmetry, color and type, covers, etc.:

- 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 FUA 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.

FURTHER READINGS

The following texts will provide readings to be covered throughout the course. Consultation copies will be available at the School Library or examined in class with the instructor.

- 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

The FUA library is located in Corso Tintori 21. Please consult the posted schedules for official opening times. 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 are also encouraged to take advantage of Florence's libraries and research centers:

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 and student (fee-based) membership information: www.britishinstitute.it/en

6. FIELD LEARNING

This course does not include a field learning activity.

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 FUA academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

On the **second absence** the attendance and participation grade will be impacted. Please note that missing certain field learning activities may count for more than one absence.

On the **third absence** the instructor may lower the final grade by one letter grade. (Example: Final grade average of 93% or A will become a B).

The fourth absence constitutes automatic failure of the course. Students with excessive absences will be asked to withdraw with a W (if before the deadline) or leave the course with a WF.

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 always the student's responsibility to know how many absences he or she has in a course. 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 and in-class activities, responsible behavior, and completion of assignments will be assessed. All of the above criteria also applies to Field Learning and site visits.

11. EXAMS – PROJECT

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).
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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.
Lesson 6	<ul style="list-style-type: none"> ▶ Topic: TEXT COMPOSITION ▶ Objective: Overview on <u>font typologies</u>, 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.

	<ul style="list-style-type: none"> ▶ 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.
Lesson 7	▶ MIDTERM EXAM
Lesson 8	▶ ACADEMIC BREAK
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.
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.
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.

	<ul style="list-style-type: none"> ▸ 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) Presentation of the Project (magazine articles assigned). Note: <i>By <u>Lesson 15</u> we will have finalized the general structure/content of the magazine before the printing process.</i>

Note: The scheduled steps are clearly defined by specific topics on a daily basis in order to develop skills' student at a beginner level and to better organize the working flow of the magazine production. Considering the complexity of the process, topics might be briefly anticipated and/or reconsidered at different steps.