Florence University of the Arts (FUA) is an academic institution for study abroad in Florence, Italy. FUA collaborates with The American University of Florence (AUF), an international university offering US-style undergraduate and graduate degrees, in a cooperation to offer study abroad programs with a diverse breadth and depth of academic curriculum.

FUA study abroad programs may include AUF offerings, which are US-aligned in terms of higher education standards as per the university's institutional structure. Common courses offered by FUA and AUF have been jointly selected by both institutions as eligible for mutual recognition and delivery. As such, equal academic standards, credibility, and outcomes are vetted by the Academic Offices of the institutions for all courses and syllabi offered in the study abroad program.

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, projects, and interaction with the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, integrate relevant academic sources, may include multimedia references, propose creative problem-solving, and other appropriate forms of delivery as deemed appropriate to the course's purpose.

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 textbook is mandatory for course participation and completion. Where applicable additional materials may 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, <u>Turning Pages: Editorial Design for Print Media</u>, Die Gestalten Verlag, 2010, ISBN 978-3899553147

LIBRARY
Course participants may access the campus library. Please consult the library site for resources such as collections, borrowing, scanning and wifi connection, and research:
https://www.auf-florence.org/Library/the-library/

6. COURSE MATERIALS
No additional course materials are necessary.

7. 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. If this course requires a fee, the exact amount is communicated prior to enrollment.

8. GRADING AND EVALUATION & ATTENDANCE

10% Attendance
10% Class Participation
10% Assignments
20% Midterm Assessment
20% Final Exam
30% Final Project

The above grade breakdown percentages reflect the grading scale standards in the "Grading and Evaluation System" section of the catalog.

Attendance
Class participation is mandatory. Based on the hours defined in the Academic Catalog's attendance policy, students may miss up to 2 class encounters delivered as lecture hours. A third absence constitutes a course failure.

Please note that absence hours may vary according to the learning methodology, as per the academic catalog policy on credit hours:
https://catalog.auf-florence.org/standard_regulation

9. EXAMS / PROJECTS / ASSIGNMENTS

Midterm Assessment: The instructor will provide students with a task based on the topics and reading materials addressed during the first half of the course. Via submission
Final Exam: 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 final exam is cumulative. taken in class
Final Project: The revaluation of the magazine project 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. via submission
Assignments: This course requires at least 3 assignments as per the course outline in the syllabus. Further details are provided in the course portal.

10. COURSE OUTLINE

Lesson 1	
Meet	In class
Lecture	Discussion on Blending magazine and newsletter; magazine project; editorial design.
Objectives	Gain an understanding on the strategic differences between blending magazine and newsletter content to inform future cross-platform publication decisions. Gain an understanding on key principles of editorial design to the magazine project, demonstrating proficiency in layout, typography, and visual hierarchy.
Readings/ Assignments	Read the last Blending magazine issued. Assignment #1 assigned, due by next class meet: The instructor will provide students with a task based on the topics and reading materials addressed during lesson.

Lesson 2	
Meet	In class
Lecture	Brief survey of the history of magazine. Overview on editorial team composition, magazine anatomy, narrative structure, flow of information, strategies to capture reader's attention. How text and image arrangement changes in books, magazines and newspapers. The use of space and the effect on pace.
Objectives	Be able to differentiate the structural components and narrative strategies used in magazines, books, and newspapers, focusing on the distinct flow of information. Gain an understating on the historical evolution of the magazine medium and explain how the manipulation of text, image, and white space affects a reader's pace and attention.
Readings/ Assignments	Textbook: pp. 1-42

Lesson 3	
Meet	In class
Lecture	Overview on page layout, usage of grids, different typologies.
Objectives	Be able to evaluate the function and application of typologies of grids (e.g., modular, column) to ensure effective and consistent page layout design. Be able to demonstrate the ability to select and implement an appropriate page layout structure based on content requirements and visual communication goals.
Readings/ Assignments	Textbook: pp. 43-60. Assignment #2 assigned, due by next class meet: The instructor will provide students with a task based on the topics and reading materials addressed during lesson.

Lesson 4	
Meet	In class
Lecture	Contents on page, dealing with grids, alignment, spacing. Visual strategies as contrast, symmetry and asymmetry, disguising.
Objectives	Gain an understanding on practical design techniques—including alignment, spacing, and grid usage—to effectively organize and structure content on a page. Gain an understanding on visual strategies like contrast, symmetry, and asymmetry to achieve specific aesthetic goals and enhance the overall communication of the design.
Readings/ Assignments	Textbook: pp. 61-101. FINAL PROJECT OVERVIEW.

Lesson 5	
Meet	In class
Lecture	Overview on font typologies, families and general usage: cases, functionality, spacing, runaround, paragraph structures. Headlines: function, form and composition. How to structure the text hierachy by subheads and sections, highlighted initials, pullout quotes, and image captions.
Objectives	Be able to distinguish between various font typologies and families and apply appropriate rules for text spacing, case usage, and runarounds to optimize readability. Be able to design and implement a comprehensive text hierarchy using headlines, subheads, highlighted initials, and pullout quotes to guide the reader through complex editorial content.
Readings/ Assignments	Textbook: pp. 102-142. MIDTERM ASSESSMENT ASSIGNED, due prior to next class meet.

Lesson 6	
Meet	In class
Lecture	Usage of images in publishing design by analyzing meaning, composition, size, cropping, style, typologies (pictures, drawings, text as image). The role of diagrams, options and variations, map, and tables.
Objectives	Be able to analyze the compositional role of images in publishing design, evaluating how their size, cropping, and style contribute to the intended meaning. Be able to evaluate the functional differences and strategic usage of visual elements like diagrams, maps, and tables for effectively conveying complex information within an editorial context.
Readings/ Assignments	Textbook: pp. 143-170.

Lesson 7	
Meet	In class
Lecture	Page layout structure and layout (boxes, rulers, and shadows)
Objectives	Be able to construct a foundational page layout structure by effectively using compositional elements like boxes, rulers, and shadows to define content areas. Gain an understanding on the strategic implementation of rulers and shadows contributes to visual depth and the clear separation of different content blocks on a page.
Readings/ Assignments	Textbook: pp. 171-184 Assignment #3 assigned, due by next lesson: The instructor will provide students with a task based on the topics and reading materials addressed during lesson.

Lesson 8	
Meet	In class
Lecture	Table of content: function, structure and layout options. Navigation elements: section indicators, headers, footnotes, page numbers.
Objectives	Be able to evaluate the primary function, structure, and layout options of a Table of Contents to create an effective and user-friendly guide for editorial content. Implement various navigation elements, including section indicators, running headers, footnotes, and page numbers, to enhance reader orientation and information access.
Readings/ Assignments	Textbook: pp. 185-200.

Lesson 9	
Meet	In class

Lecture	Overview on color usage in publishing design to highlight information, to structure the page, in association with text and/or image. Tips for balancing fresh, creative and innovative ideas with consistency.
Objectives	Gain an understanding on the strategic use of color in publishing design to highlight key information, structure the page hierarchy, and establish visual relationships between text and images. Be able to develop effective strategies for balancing innovative ideas with the need for design consistency across all editorial elements and sections.
Readings/ Assignments	Textbook: pp. 201-222. FINAL PROJECT DUE

Lesson 10	
Meet	In class
Lecture	Final steps of the production: proofreading, check on alignments, text composition, fonts, images.
Objectives	Be able to execute a thorough proofreading and quality control process, meticulously checking all final alignments, text composition, and typographic elements for errors. Be able to verify the technical readiness of all fonts and images, ensuring correct resolution, color profiles, and placement are prepared for the final production stage.
Readings/ Assignments	Textbook: pp. 223-240. Final Project Presentation

Lesson 11 Final Exam	
Meet	In class
Lecture	FINAL EXAM