

**Loyola University Chicago**  
**Spring 2016**  
**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](mailto: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 2:20-4:30 p.m.

### **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*, 3<sup>rd</sup> edition (MCC)

*Mosaic 2013* (Provided)

■ *The Associated Press Stylebook* (Copy Chief/Editors only)

■ Design Guide: Sakai > Resources      ■ Additional readings on Sakai > Resources

■ \$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](http://coverjunkie.com); [magazinelaunch.com](http://magazinelaunch.com); [magazinedesigning.com](http://magazinedesigning.com); [spd.org](http://spd.org)

**IMPORTANT ONLINE RESOURCES:** Do not share passwords with those outside this course!

**Google Drive:** [loyolamosaicmagazine@gmail.com](mailto:loyolamosaicmagazine@gmail.com)

**Flickr** – [mosaicmag@yahoo.com](mailto:mosaicmag@yahoo.com)

Password: [loyolasoc](#) (Folder: Mosaic 2015-2016)

Password: [lucadvanced](#)

### **GRADING**

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

**Plagiarism Statement: Please see attached document**

### **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 and 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 both Mosaic and your project should be **200 or 300 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 open sites like [creativecommons.org](http://creativecommons.org) or stock sites to gather photos.
- 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.
- 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 score.
- 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 meet only once a week, and because we are spending much of that time working on a shared, single project tardiness and lateness will not be tolerated. Students should also be present for the duration of the class.
- 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. The InDesign pdf should be uploaded to Sakai for class review and discussion. To pass, the draft MUST have the titles, 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 2014** for this course. If you have your own computer or subscription, please **CHECK THE VERSION**. Save InDesign files idml for universal use.
- 15.) The university has also supplied you with a Creative Cloud account where you can save your work. Directions for doing this will be supplied at a later date.

## **THE COURSE (Subject to change)**

### **Week 1: Course Overview; Magazine Design**

Jan. 19 – Course overview: Mosaic; File Management; Job Process; Assignments and Projects

Jan. 21 – Design basics: principles; typography, color, grids, visuals; Magazine as a historical & cultural artifact

**ASSIGNMENT: Historical cover analysis due Feb. 11**

**JOB APPLICATIONS: (DUE via Sakai by 5 p.m. Jan. 27)**

*Readings: MCC chapter 4 and 5*

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

Jan. 26 – Introduction to InDesign; Magazine structure & anatomy

**DUE: Mosaic 2015 critique DUE: Magazine subscription proof**

*Readings: Mosaic 2016 stories*

Jan. 28 – InDesign practice; Job interviews (**Positions will be posted by Sunday, Jan. 31**)

*Readings: Design Guide pdf (See Sakai > Syllabus)*

### **Week 3: Styles & Layouts**

Feb. 2 – Designing styles;

**DUE: Subscription proof; Layout requests**

*Reading: MCC chapters 8 and 10*

Feb. 4 – Layouts assigned

**ASSIGNMENT: Plan & sketch layouts (due Feb. 9)**

**DUE: Style sheets (Editors will choose by end of class)**

### **Week 4: Photoshop Overview; Magazines Online**

Feb. 9 – Introduction to Photoshop & practice

**DUE: Layouts sketches & plans**

Feb. 11 – \*\*Graduate student-led discussion; Photoshop continued

**DUE: Historical cover analysis**

### **Week 5: Drafts Round One**

Feb. 16 – Class critique of ALL feature spreads

**DUE: first draft pdfs due on Sakai**

Feb. 18 – Advertising & Promotion in magazines; Mosaic design work

**DUE: Cover draft pdfs due on Sakai**

**ASSIGNMENT: Advertising/Promotion analysis due Feb. 25**

*Reading: MCC chapters 3, 6 and 7*

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

Feb. 23 – Class critique of ALL feature spreads

**DUE: second draft pdfs due on Sakai**

Feb. 25 – Legal and ethical issues; Designer's head shots

*Readings: MCC chapters 12 and 13*

**DUE: Advertising/Promotion analysis**

**ASSIGNMENT: Legal reports w/ class discussion due March 3**

**Week 7: Final drafts; Mosaic videos**

Mar. 1 – Videos II

**DUE final Mosaic layouts**

Mar. 3 – \*\*Graduate student-led discussion; Final Mosaic tweaks; Break of book; Videos II

**DUE: Legal reports w/ class discussion**

**Week 8: Spring Break**

March 8 – 10: NO CLASS, SPRING BREAK

*Readings: MCC chapters 1, 2, 9, and 11*

**Week 9: Final Project**

March 15 – Final project detailed

**ASSIGNMENT: Project “2-minute” Pitch due March 17**

*Readings: Sakai > Resources > Web Links > Pitch Perfect*

Mar. 17 – Discussion & feedback

**DUE: Project pitch**

*Readings: Sakai > Resources > Web Links > Editorial Plan*

**Week 10: \*Midterm**

March 22 – Exam I: InDesign

Mar. 24 – Exam 2: Photoshop

**Week 11: Interactivity and InDesign; Tips & Tricks**

March 29 – Interactive page elements

*Reading: MCC chapter 2*

Mar. 31 – Design Tips & Tricks

**DUE: Design Tips & Tricks forum (See Sakai)**

*Readings: Sakai > Resources > Web Links > Editorial Plan*

**Week 12: Working in the business**

April 5 – Guest Lecture

April 7 – TBD

**Week 13: Project Drafts**

April 12 – Cover w/ logo & LFE draft

April 14 – TOC draft

**Week 14: Project Drafts**

April 19 – Department draft

April 21 – Feature spreads draft

**Week 15: Project Drafts**

April 26 – Website homepage draft

April 28 – Mobile draft

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

## **ASSIGNMENT DUE DATES AND DETAILS: (Subject to change)**

**NOTE: Graduate Students will be assigned additional work for some assignments**

### **Jan. 26: Mosaic 2015 Critique: Pass \_\_\_\_ Fail \_\_\_\_**

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. 26: Magazine subscription; Pass \_\_\_\_ Fail \_\_\_\_**

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.

### **Jan. 27 (5 p.m.): Job Applications due via Sakai: Pass \_\_\_\_ Fail \_\_\_\_**

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.

### **Feb. 4: Style Sheet; Pass \_\_\_\_ Fail \_\_\_\_**

Students must design style options for the magazine. 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 InDesign page. Students will upload a pdf of their page onto Sakai and print a color hard copy. The defense should reference the content of the stories for this edition. The CD and ME will decide which designs are best suited for this edition of Mosaic 2016.

### **\*\*Feb. 11: Historical Cover Analysis; 100 points; Grade: \_\_\_\_**

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 (3<sup>rd</sup> person)**. A **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. If written in essay form, a separate **reference page** 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: four-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. 16: Drafts Round One; Pass \_\_\_\_ Fail \_\_\_\_**

A pdf of ALL pages are due. The InDesign pdf should be uploaded for class review and discussion. To pass, the draft **MUST** have the titles, cutlines, and the story flowed in and the photographs placed on the page.

### **Feb. 18: Cover Draft; Pass \_\_\_\_ Fail \_\_\_\_**

Each student will have the opportunity to have their cover design chosen for Mosaic 2016. Today students will show their cover and the class will vote on their favorites. Students may submit **up to two cover options**. This

will be a blind vote, so each student should **print a color copy** of their cover design and hand it to the instructor at the beginning of class. After the voting, the CD and ME will make the final decision on the strongest design. In the event that no design is acceptable, the CD and/or ME may take over the cover design or opt to give specific designers, or everyone a second chance to design the cover.

**Feb. 23: Drafts Round Two; Pass \_\_\_\_ Fail \_\_\_\_**

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

**Feb. 25: Advertising/Promotion Analysis; 100 points; Grade: \_\_\_\_**

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 an experience you have had with a **circulation promotion** highlighted on **pages 176-179**.

- What was the magazine and what was the promotion?
- Did you react positively or negatively to it? Why?
- What is your opinion on this specific type of promotion?

**March 1: Final Drafts; Pass \_\_\_\_ Fail \_\_\_\_**

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.

**\*\*March 3: Legal Report; 100 points; Grade: \_\_\_\_**

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 22 & 24: Exam I and II; 200 points; Grade: \_\_\_\_**

These exams will take place over both class periods. The first will focus on a layout using InDesign, and the second on a Photoshop illustration.

\* Dates subject to change.

**\*\*May 3: 1-3 p.m.; Final Project; points TBD; Grade: \_\_\_\_**

**Graduate Students: additional work TBD.**