

Loyola University Chicago
Spring 2014
COMM 328- 201 Magazine Design and Production, SOC-Room 002
Wednesdays 7 p.m. – 9:30 p.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 3-5; Thursdays 2-4

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 2013 (Provided)

The Associated Press Stylebook, 2013 (Copy Chief/Editors only)

Server Access: smb://147.126.88/Jessica – Do Not share this address with anyone outside this course.

Subscription to a monthly U.S. magazine: bring magazines to class for reference

External or flash drive

Helpful websites: coverjunkie.com; magazinelaunch.com (see Sakai > Resources for more links)

GRADING

100-95	A	94-90	A-	89-87	B+	Written Assignments (20%)
86-83	B	82-80	B-	79-77	C+	Deadlines/Drafts (20%)
76-74	C	73-70	C-	69-67	D+	Participation/Professionalism (10%)
66-65	D	Below 65	F			Final Project (40%) Mosaic Design Work (10%)

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 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 **200-300 dpi**. Unless you are the photographer, you should use open sites like 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.
- 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 for other courses 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.) Pass/Fail assignments will be counted under participation and professionalism. A 'pass' earns 10 points, and a 'fail' zero.
- 12.) 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, and the story flowed in and the photographs placed on the page, and must be in pdf format. Drafts/critiques are worth 10 points.

IMPORTANT ONLINE RESOURCES: Do Not share passwords with those outside this course
Email: loyolamosaicmagazine@gmail.com **Flickr** – Email: loyolamosaicmagazine@gmail.com
Password: [loyolasoc](#) (For Google Drive content) Password: [loyolasoc](#)

Wordpress: Login – [loyolamosaic](#); Password – [LoyolaSOC](#); URL – <http://loyolamosaic.wordpress.com>

THE COURSE (Subject to change)

Week 1: Course Overview; Magazine Design

Jan. 15 – About Mosaic; File Management/Server/Google Docs; Job Process; Assignments and Projects;
Design basics: principles; typography, color, grids, visuals

JOB APPLICATIONS: (due via Sakai by 5 p.m. Jan. 20)

Reading: Design Guide pdf (Sakai)

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

Jan. 22 – Magazine Structure, Design and Readability; InDesign practice

ASSIGNMENT: Mosaic 2013 critique; Job interviews

Reading: MCC chapters 8 and 10

Week 3: Photoshop Overview; Jobs and Layout Assignments

Jan. 29 – Jobs roles assigned; Editors assign layouts; Working with photos in Photoshop; Trends & Interaction
ASSIGNMENT: Style sheets; Subscription proof *Reading: MCC chapter 4 and 5*

Week 4: Magazines Online; Design Work

Feb. 5 – How to translate print to digital
ASSIGNMENT: Historical cover analysis *Reading: MCC chapter 2*

Week 5: Drafts Round One

Feb. 12 – Class critique of ALL feature spreads
ASSIGNMENT: first drafts

Week 6: Cover Drafts; Advertising & Promotion

Feb. 19 – Present cover ideas to class for final selection by editors
ASSIGNMENT: Mosaic Cover drafts *Reading: MCC chapters 3 and 7*

Week 7: Drafts Round Two; Design Work

Feb. 26 – Page drafts round 2 w/ critiques
March 1, 5 p.m. - **ASSIGNMENT: Advertising/Promotion analysis

Week 8: Spring Break

March 5 – NO CLASS, SPRING BREAK

Week 9: Page Planning; Final Edits

March 12 – Final drafts due to turn over to Managing Editor and Creative Director
ASSIGNMENT: Final drafts printed out *Reading: MCC chapters 11-13*

Week 10: Paper Reports; Final Project

March 19 – Final project detailed
ASSIGNMENT: Legal reports w/ class discussion

Week 11: Project Pitch

March 26 – DUE: Mission Statement *Reading: MCC chapters 1, 6, 9*

Week 12: Project Draft One

April 2 – DUE: Table of Contents w/ logo design

Week 13: Project Draft Two

April 9 – DUE: Cover w/ logo

Week 14: Project Draft Three

April 16 – DUE: Spreads

Week 15: Project Draft Four

April 23 – DUE: Website homepage

Final Project Presentation: April 30, 7-9 p.m.

ASSIGNMENT DUE DATES AND DETAILS:

Jan. 22: Mosaic 2013 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. 22: Job Applications due Jan 24 by 5 p.m. 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. Not every position will be filled, and 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. 29: 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. 29: 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 defend their decisions to the class. 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 2014.

Feb. 5: 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 2000**. This **two page** report may be written in essay form or as an editorial column, whichever is most comfortable for the student. Either option may be written in first 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; if written as a column, students should incorporate **sources and attribution** as they would any news story and use **AP Style** where appropriate. 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?
- In your opinion, is the cover journalistically appropriate? Is it news, art or both?
- Include any other information or opinion you think is necessary and appropriate to the analysis.

Feb. 12: 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. 19: Cover Draft; Pass ____ Fail ____

Each student will have the opportunity to have their cover design chosen for Mosaic 2014. 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. 26: 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.

March 1, 5 pm.: 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. This should be **two pages**; with a title page and an **APA Style reference page** if necessary. This **MAY ONLY** be written in **essay form** and 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 12: 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 ready for the CD, ME and myself to work on the final product.

March 19: Legal Report; 100 points; Grade: ____

Chapter 12 discusses many legal cases 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 **single-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 single page 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?
- How does it shape your view of journalists rights versus the rights of others?

April 30: Final Project; points TBD; Grade: ____

See additional handout and Sakai.