

## Liverpool John Moores University

Title: EDITORIAL DESIGN  
Status: Definitive  
Code: **4502DA** (115364)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design  
Teaching School/Faculty: Stockport College

Team	Leader
Jon Moorhouse	Y

**Academic Level:** FHEQ4  
**Credit Value:** 24.00  
**Total Delivered Hours:** 120.00  
**Total Learning Hours:** 240  
**Private Study:** 120

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	6.000
Practical	72.000
Tutorial	6.000
Workshop	36.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS2	Context file inc. report	25.0	
Report	AS1	Practical projects	75.0	

### Aims

1. To understand the professional context and issues relating to magazine design.
2. To learn about the historical context of publishing and magazine design.
3. To develop creative ideas techniques for the generation of magazine design ideas
4. To learn and apply the technical software skills to produce magazine design ideas.
5. To learn about and apply the fundamental principles for the effective design of text and image within page layouts for use in the design of magazines and other editorial

projects.

## Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an understanding of the historical and professional contexts within which the design of magazines takes place.
- 2 Generate a range of ideas using quick and efficient visualising techniques and also to render developmental ideas using relevant DTP packages
- 3 Apply the appropriate hand and software skills for the production of ideas and development of final page layouts suitable for presentation.
- 4 Apply the design principles to page layouts to create visually effective designs that communicate effectively.
- 5 Present development and final work in a portfolio effectively

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Context File inc. report	1				
Practical Projects	2	3	4	5	

## Outline Syllabus

*Practical work is supported by the exploration of contexts learning about: the history and development of printing and information technologies and the developments in society that drive the demand for information; the practical issues and constraints that influence designers working in industry and examples of good practice.*

*Practical work in this module explores two main aspects of magazine design: the methods of organizing and positioning the text and images within an overall page design; attention to the details of designing the individual text and image elements. A number of practical workshops explore: the use of grid systems and visual hierarchies - to see how a visual order for reading text can be created to encourage and guide the reader through the body of information; the design of words (typography) and images, including the different purposes and principles of working with text and display typography, and the way on which images can be used or exploited and integrated within page designs.*

*These workshops allow learners to experiment and practice with tools and techniques for the use of design software for desktop publishing such as In-Design or Quark Xpress whilst also learning the theoretical knowledge which is taught alongside the teaching of technical skills.*

*The knowledge and understanding developed in the practical and contextual activities are then applied to the production of magazine page designs for main feature articles with emphasis upon effective design of text and display typography, successful integration of text and image within layout designs and successful organization of text and image and visual unity and dynamics.*

## Learning Activities

A series of lectures and research tasks to support the production of a research report exploring the historical, (technological, social, economic and cultural developments) and professional context.

Workshop exercises exploring: text typography; display typography, image and text; the use of grid systems for structuring and ordering information.

Skills workshops exploring and applying: basic put down techniques; exercises in a DTP package such as In-Design or Quark; traditional or digital skills for production of display typefaces.

Application of knowledge and skills within a design brief that has both the formal and functional requirements of readability and effective 2-D design.

Individual and group tutorials for critique and review of ideas.

## References

<b>Course Material</b>	Book
<b>Author</b>	Baines, P. and Haslam, A.
<b>Publishing Year</b>	2005
<b>Title</b>	Type and Typography
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Laurence King
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Jury, D.
<b>Publishing Year</b>	2002
<b>Title</b>	About Face
<b>Subtitle</b>	Reviving the Rules of Typography
<b>Edition</b>	
<b>Publisher</b>	New York: Rotovision
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Oei, L. & De Kegel, C.
<b>Publishing Year</b>	2002
<b>Title</b>	The Elements of Design
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Thames & Hudson
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Owen, W.

<b>Publishing Year</b>	1990
<b>Title</b>	Magazine Design
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Laurence King Publishing
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Roberts, L. and Thrift, J.
<b>Publishing Year</b>	2005
<b>Title</b>	The Designer and the Grid
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Rotovision
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Samara, T.
<b>Publishing Year</b>	2005
<b>Title</b>	Making and Breaking the Grid
<b>Subtitle</b>	A Layout Design Workshop
<b>Edition</b>	
<b>Publisher</b>	New York: Rockport
<b>ISBN</b>	

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## Notes

Editorial Design is one of the four specialist modules at level 4 sharing a common framework for learning aims and outcomes that naturally promote a design process and are adapted within the context of each specialist industry activity. Emphasis within this module will be upon typographic knowledge and skills, particularly the use distinction between text typography and expressive display typography, and the visual organization and structuring of information. Whilst the module is studied independently of the other 3 specialist level 4 modules, the typographic skills and principles learned within the module will have relevance and can be seen to be overlap with the skills and principles learned within the other 3 modules. In particular a clear link can be seen between the role of typography and structuring of information in Magazine design and the similar requirements within Web-Design.