

## Liverpool John Moores University

Title: ADVANCED EDITORIAL DESIGN  
Status: Definitive  
Code: **5502DA** (115370)  
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:** FHEQ5  
**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	3.000
Practical	90.000
Seminar	3.000
Tutorial	6.000
Workshop	18.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Context file inc. report	20.0	
Report	AS2	Practical Projects	80.0	

### Aims

1. To develop critical thinking and decision-making skills.
2. To generate and test ideas in relation to a professional client brief.
3. To develop advance skills in DTP software for producing extended documents.
4. To produce effective magazine design work for a client brief with specific and complex requirements.

5. To present and justify magazine design work effectively and professionally.

## Learning Outcomes

After completing the module the student should be able to:

- 1 Make informed critical comments and accurate judgements about a range of magazine or other editorial design work.
- 2 Generate a range of ideas for magazine or editorial design projects that are appropriate to the publications aims and its intended audience.
- 3 Apply the appropriate hand and advanced software skills for the production of ideas and development of final page layouts suitable for client presentation.
- 4 Apply the design principles to page layouts to create visually effective design that communicates editorial themes effectively.
- 5 Professionally present and explain their design ideas both visually and verbally.

## 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

*In the previous level 4 module learners have developed: a knowledge of historical and contemporary practitioners and of professional practices; a knowledge of and skills with software tools; a knowledge of typographic and layout principles and skill in the design of text and image layout. They have then produced design work that demonstrates formal and functional design skills.*

*In this level 5 module learners extend and develop their knowledge, understanding and skills by developing their own critical opinions and by working on client briefs that have more complex aims and requirements including the need to appeal to specified audiences.*

*In the first part of the module short lectures introduce case studies of magazine or editorial design work to develop the learners understanding of the differing functional and visual characteristics and how relate the specific aims and purposes of the various publications.*

*Consideration is placed upon the way designers use typography, images and image styles, grid systems for organization and spatial composition and the other visual elements (page furniture) in page layouts.*

*Learners are required to discuss examples in seminars providing a basis for learners to exchange ideas about different designs prior to their writing of a critical report/case studies that discusses other practitioners work and their own.*

*Workshops provide a basis for learners to develop ideas for visual styles that can be applied to a whole publication (rather than isolated page designs of the previous*

level four module). Learners are therefore required to develop and adapt ideas to meet the requirements of the client brief and by trying out various typographic, image and grid options to create distinctive styles.

Skills workshops re-inforce the use of DTP software and introduce additional advanced techniques and tools for the efficient production of page designs, their presentation and the preparation of designs and files to be ready for print production.

The knowledge and understanding developed in the practical and critical activities are then applied to the production of magazine design work that includes the design of main feature articles running over a number of pages, magazine covers, contents pages and listings or short article pages for specified publications that have distinct aims.

## Learning Activities

A series of lectures and follow up seminars to support critical study and visual analysis or editorial design projects.

Workshop exercises exploring ideas for visual styles to appeal to specific audiences.

Skills workshops refreshing on In-Design and exploring and applying additional tools and features.

Practical project brief work for the application of knowledge and skills to a complex design brief that describes a typical industrial scenario with clearly identified parameters including the intended audience, message and production constraints. Individual and group tutorials for critique and review of ideas.

## References

<b>Course Material</b>	Book
<b>Author</b>	Cathcart, T. and Klei, D.
<b>Publishing Year</b>	2008
<b>Title</b>	Art Direction & Editorial Design
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Image
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Moser, H.
<b>Publishing Year</b>	2007
<b>Title</b>	The Art Directors' Handbook of Professional Magazine Design
<b>Subtitle</b>	Classic Techniques and Inspirational Approaches
<b>Edition</b>	
<b>Publisher</b>	London: Thames & Hudson

<b>ISBN</b>	
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<b>Course Material</b>	Book
<b>Author</b>	Zappaterra, Y.
<b>Publishing Year</b>	2007
<b>Title</b>	Editorial Design
<b>Subtitle</b>	(Portfolio Series)
<b>Edition</b>	
<b>Publisher</b>	London: Laurence King Publishing
<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>	

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## Notes

Advanced Editorial Design is one of the four specialist option modules at level 5 sharing a common framework for learning aims and outcomes that naturally promote a design process and that are adapted within the context of each specialist industry activity.

Level 5 specialist modules emphasise critical thinking, developing advanced skills, project work on complex client briefs and professional method of presentation.

A primary emphasis within this module will be upon the art direction and visual style of a magazine that can be used and adapted for different sections or pages, and how these designs can be appropriate to specific publications with defined themes, functions and audiences.

The skills and principles learned within the module will have relevance and can be seen to overlap with the some skills and principles learned within the other 3 modules. However a link can be seen between Magazine design for print and some areas of website design, in particular the emphasis on the visual structuring of information, and this is therefore a suggested combination.