

## Course Abstract

Name of the Course: **EDITORIAL AND PUBLICATION DESIGN**

Name of the Discipline: Graphic Design

Usual time of occurrence: Graphic Design – B.Des – Semester - VI

Course Category: **SD**

Duration: **3 weeks**

Credits: **6.0**

### Relevance

Editorial design scene in present times encompasses the biggest number of employers from the graphic design community (specializing in the art and craft of designing publications). There are good number of publication designs specialists regulating the electronic media, which includes iPhone applications, editorial web and online blogs and electronic publications (daily/local newspapers, magazines, journals, etc.).

Editorial (and publication design) is a dynamic field of practice in visual communication design that combines clever composition(s), editorial layout(s), grid(s) and creative typography. All those elements together create the most outstanding newspaper layout(s) or popular magazine cover design and layout(s), etc. In this context, it becomes significant for any graphic design student to be acquainted with the micro and macro aspects of designing content or editorial/ curatorial purposes.

Publication Design in form of printed communication channels of content dissemination, such as books, newspapers and magazines is a must practice-based and experiential input for graphic designers. Good publications require well-written text, appropriate illustrations, intelligent design and layout, careful typography, and good-quality printing and binding. Each step is important, whether a book, booklet, magazine, newspaper, annual report, brochure, direct mail, factsheet, magazine or a research report is being designed.

The newspaper article design, the magazines layout ideas, and book design are especially requiring specific attention of various distinctive designers with a big range of skills. The content published in magazines and books requires guidelines and rules in terms of using a specific layout and typography for the magazine layout designs and volumes produced.

### Objective

The broad objectives of the course are:

- To provide understanding of designing structure of page elements, layouts in cover and inside pages of a full publication design as a final design outcome.
- Imparting the detailed process of publication design; from Discovery > Structuring > Idea Generation > Look & Aesthetics (Design stage) > handling Image Assets > Creation of layouts > Cover Design layout and design identity > Production requirements/essentials for print publication
- How to set images and text apparatus within the decided grid for complete layout designs? What are the visual approaches that create powerful form-content relationships on the page for an effective publication design outcome?
- Knowing the styles and design basis of Historical publications – discussions with students required to revisit the publication design beginnings and what to take from evolutions in this field for innovation in terms of forms, colour, typography, layout and

grids?

## Course Contents

- Introduction to the elements and principles of visual and text design for publications
  - The designer alongwith the Publication Design context: What are the special skill sets (manual and soft both) required to design a publication as a communication designer to connect with the intended target audience?
  - Grids, Layouts, Designing Information and applying image-text arrangements for different kinds of visual hierarchy. Purpose, approaches and advantages of using "flexible layouts". Publication Design process of laying out the final form of flat plans – with fine-tunings further to reach to the production stage.
  - Special inputs on using same above for newspaper designs. Existing Newspaper Designs maybe taken as design samples for re-design / new design creative projects as part of the course.
  - Visual Thinking approaches to create impactful info graphics as part of page layouts.
  - Knowing and practicing the pre-production planning method to understand market scenario of printing a publication (book/newspaper/magazine) as a mass product.
  - Popular Visual Trends and Visual Thinking theories that influence present publication designs / modern editorials.
  - Knowing Editorial and Publication Design business: Pre as well as Post-Production Business Models / approaches to test design effectiveness. Design validations of the final mass publication
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## Methodology

Course instructions includes modes such as:

- Direct presentations, descriptions and discourse between students and instructor(s) as part such sessions, video screenings, notes (material resources for self- study).
  - Discussing Case studies and do quick hands-on assignments to explore varied possibilities with page formats, style sheet designs, flat spread plans, etc. with a constraint of size and scale. Other level of constraint could be one content and visual library of images, etc.
  - 1-2 days demonstrative invited sessions by publication design expert(s) of the fieldwork to present upcoming trend(s) and/or special skills in the craft of fieldwork required to create unique publication design deliverables.
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## Book References recommended

- "Delicious Book Design" by Megan Van Staden (2016)
- "The Layout Book" by Gavin Amrose, Paul Harris (2015)
- "Editorial Design" by David Choi (2014)
- "Designing the Editorial Experience: A Primer for Print, Web, and Mobile" by Sue Apfelbaum, Juliette Cezzar (2014)
- "Thinking with Type: A Critical Guide for Designers, Writers, Editors and Students" by Ellen Lupton (2014)
- "Designing News: Changing the World of Editorial Design and Information Graphics" by Franchi, Francesco (2013)
- "Handmade Books" by Ray Hemachandra (2010)
- "Exploring Publication Design" by Poppy Evans (2006)

- "What is Publication Design" by Lakshmi Bhaskaran (2006)
- PDW | Publication Design Workbook : A Real-World Design Guide" by Timothy Samara (2005)
- "Editing by Design: for designers, art directors and editors | The Classic Guide to winning Readers (2003)
- "Type at Work: The Use of Type in Editorial Design" by Andreu Balius (2003)
- "Best of Newspaper Design" | Society for News Design, Society of Newspaper Design (2003)

Sr. No	Evaluation Criteria	Description
1	Conceptual Clarity & Comprehension	Level of understanding and comprehension, linking new learning to the existing knowledge for better organization of information. Ability to understand concepts comprehensively, remember and articulate them.
2	Exploration & Improvisation	Ability to inquire or investigate thoroughly in order to learn or discover. Diversity and range of explorations. Ability to perform extempore.
3	Problem Solving & Lateral Thinking	Ability to adopt a methodological approach to solve design problems. Attitude to think on a broader framework and correlate such thoughts to own work.
4	Originality & Visualization	Ability to generate ideas that are not imitations. Ability to imagine and articulate in the form of visuals (applying elements and principles of typography in pre-determined formats)
5	Teamwork, Participation, Time Management and Attendance	Efficiency and ability to effectively combine activity of a group and time management.