

For UCEED New course curricula (October 2015):

DD 401 Publication Design (0-2-4-4)

Preamble:

The course aims at making-do approach for students to produce visually impactful pages by following the principles of print publication designs that have been applied in some great international print publications crafted and designed by some well-known graphic designers and book-binders of international repute. The practical-driven course explains not only the principles, but also helps students sharpen their creative thinking abilities to bring forth out-of-the-box ideas for layout and binding style to create innovative print publication designs.

Prerequisite (if any): Elements of Design; Form, Order and Structure (2D) & (3D), Creative Visualization and Illustrations; Layouts and Grids

Course Content / Syllabus:

- The Principles of Publication Design
- History/ Evolutions in Print Publication Designs
- Editorial Design basics: Magazine Design basics, Newspaper Design basics and how to combine elements of both for giving content a design language
- Types of formats to design with respect to subjects/audience (general consumers, business people or specialists)
- Pagination approach, page shapes and development of page structures
- Type and Colour play in different formats - Type with it's style, panache and impact in the form becomes effective with a balanced use of colors in it, in order to provide moods to inside pages of a publication.
- Visual Techniques applied to page designs to attract readers and sustain their attention over pages - such as kinds and ways of picture(s) representations, coverlines, layouts, grids, white space, paper quality etc.
- Book Binding types and methods

Book References:

1. Samara, T. (2005). *Publication Design Workbook: A Real-World Guide to Designing Magazines, Newspapers, and Newsletters*, Rockport Publishers.
2. Franchi, F. (2013). *Designing News: Changing the World of Editorial Design and Information Graphics*, Berlin: Die Gestalten Verlag GmbH & Co. KG.
3. Society of Publication Designers (2013). *47th Publication Design Annual: The Best Magazine Design: Photography, Illustration, Infographics & Digital*, Rockport Publishers.