

E D I T O R I A L

Quarter 6

Project 2.1

Week 3

Objective:

Introduce student to editorial design and the distinction that magazine readers are one audience that actually paid for and wants to receive their message. Project allows student to act as designer/editor to utilize and manipulate not only form, but content.

Lecture Outline:

Editorial Design

Photography

Typography

Content Organization / Presentation

Content Hierarchy

EDITORIAL

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Assignment:

Develop and design a 2 page spread article on the Catalonia Region of Spain for the Spanish lifestyle magazine “VIVO”. (Possible “angles” could include travel, culture, history, food, architecture, maritime industries, etc)

Magazine size: 225mm x 300 mm

Minimum: headline must be written and translated. (use “place holder” text for other copy.)

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Lecture(s) / Procedure:

8:00am Project Intro Mondays
Lecture

8:00am Other Mondays
Individual Consultations

11:00am Wednesdays
Interim Critiques
Group Discussion

11:00am Fridays
Interim or Final Critique

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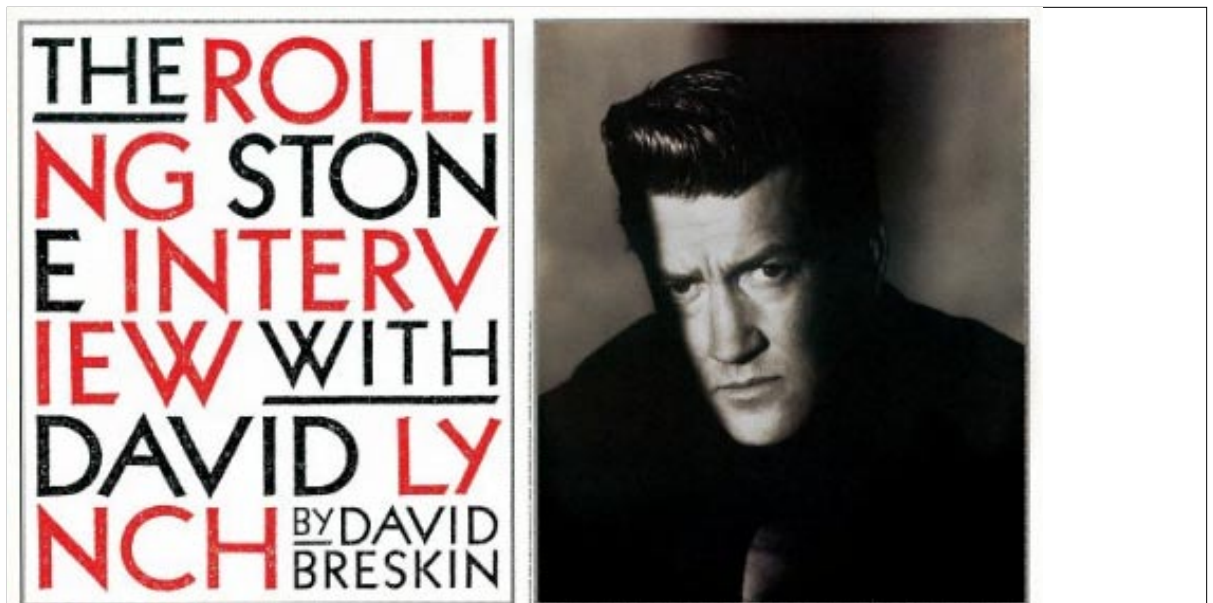
Week 3



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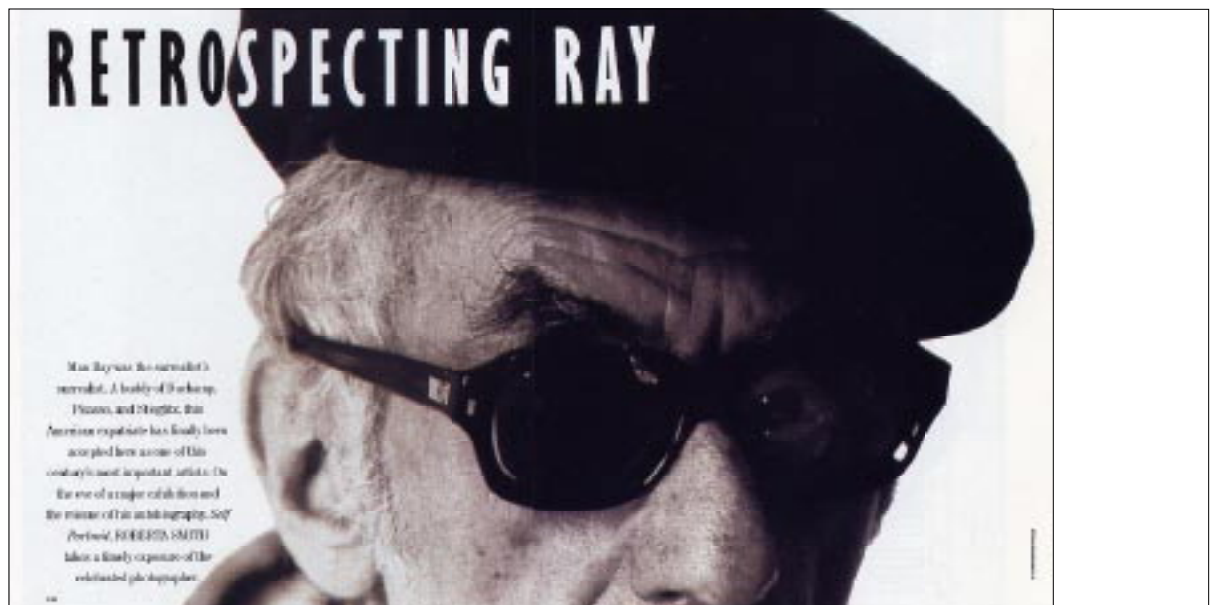
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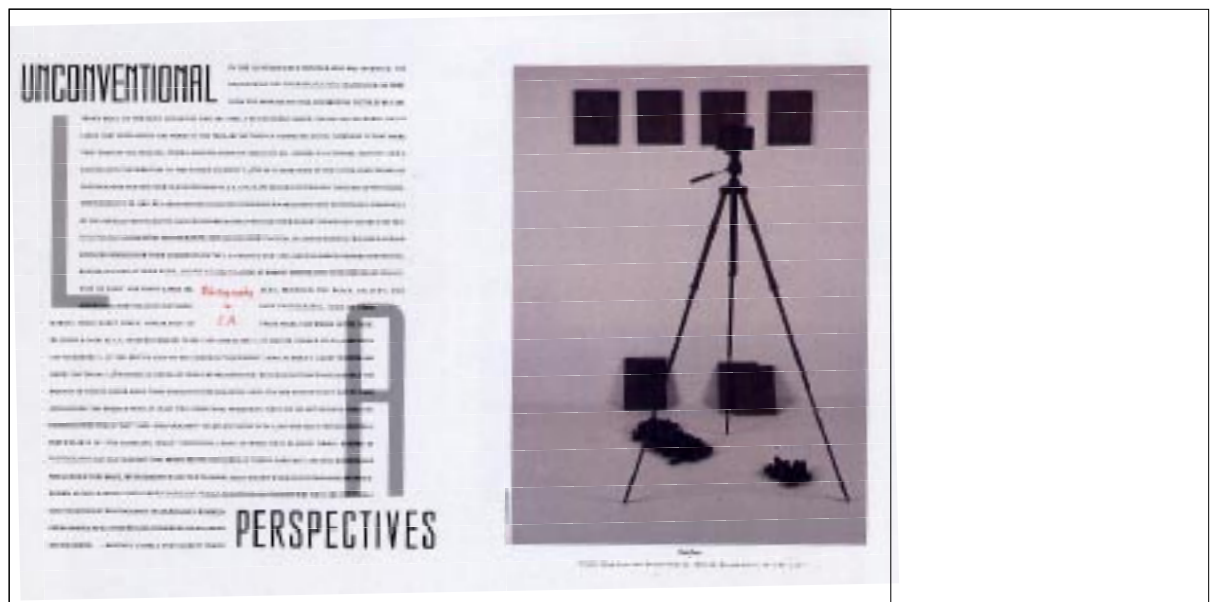
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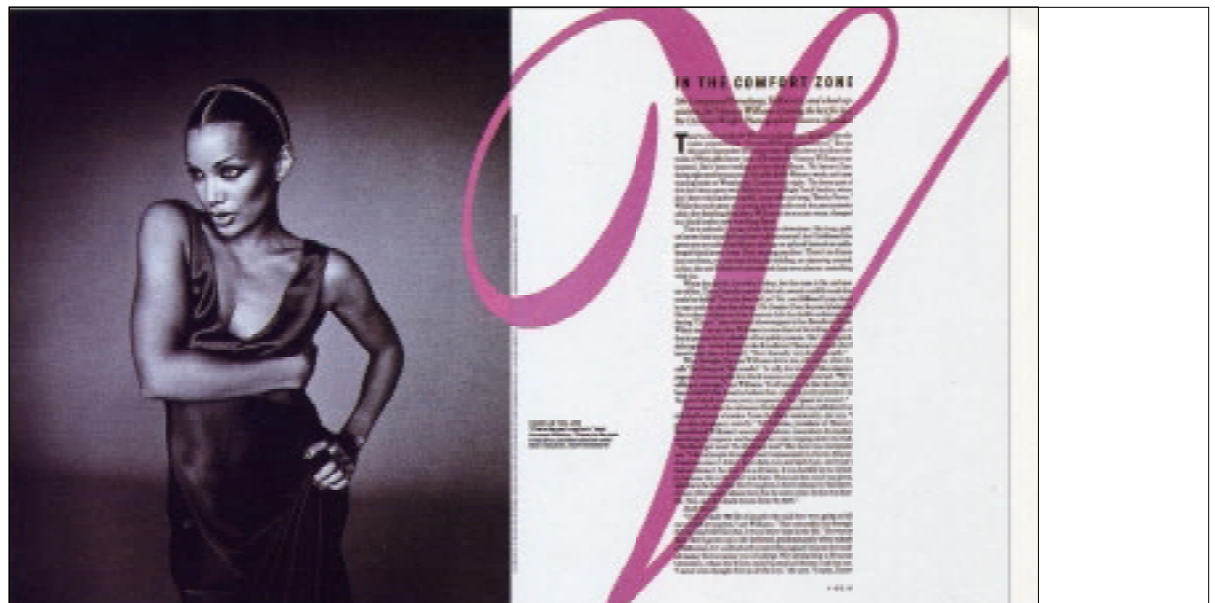
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