

## **EDITORIAL DESIGN**

Degree in Graphical Design

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Code: 11213

Main Scientific Area: Communication Design

Lecturer: Ana Catarina Vieira Rodrigues da Silva

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 70h

ECTS: 5,0

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### **Objectives**

It is intended that students develop design projects in which the theoretical knowledge, the field of methodology and processes of discipline and a creative attitude converge to create publishing projects solid and innovative. The main manifestations of editorial design, book, newspaper and magazine, will be observed from the point of view of its aesthetic, symbolic and functional side, in its digital and print context.

### **Learning Outcomes**

At the end of the semester students should be able to develop a specific technical vocabulary and have competence in managing and implementing projects of editorial design. This involves a permanent research, the exercise of critical analysis and public discussion of projects. The student must possess the ability to:

Perform any publishing project and composition involving typography, images and graphics, while

respecting values of balance, clarity and harmony, enhancing the appropriate tools: the graphic paratexts.

Develop innovative solutions and ways of communication and interpretation of the editorial context, public and customers.

### **Course Contents**

Introduction to the subject.

Objectives, Organization, Resources for the study; Assessment.

Part One From the letter to the word, from the text to the page

1.1 Historical, technical and cultural background

1.2 The shape of the letter and its classification

1.3 The form of the text

1.4 The shape of the page

Part Two The Book

2.1 The concept of the book: a cultural history.

2.2.1 Introduction to computational tools for digital desktop publishing.

2.2.2 The editorial plan.

2.2.3 Format, layout, grids, styles, images and other graphic paratexts

2.2.4 The production of the book: professions, materials and technologies.

2.3 Practical design (for both print and electronic supports)

Part Three The Periodicals: newspaper and magazine.

3.1 Concept of periodical: history, structure, materials and technology.

3.2.1 Specific features of the plan, design management and publishing a periodical publication.

3.2.2 The media: technologies and materials.

3.3 Design for both print and electronic outputs.

### **Recommended Bibliography**

APFELBAUM, Sue; CEZZAR, Juliette – Designing the editorial experience: a primer for print, web, and mobile. Rockport Publishers: 2014

BRINGHURST, Robert – The Elements of Typographic Style. 2<sup>a</sup> ed. Vancouver: Hartley Marks, 2002. ISBN 0-88179-132-6.

FROST, Chris – Designing for newspapers and magazines. London: Routledge, 2012

HASLAM, Andrew – Book Design. London: Laurence King, 2006. ISBN 1-85669-473-9.

LOMMEN, Mathieu – The book of books : 500 years of graphic innovation. Thames Hudson: 2012

LUPTON, Ellen – Thinking With Type – a critical guide for designers, writers, editors students. New York: Princeton Architectural Press, 2004. ISBN 1-56898-448-0.

LUPTON, Ellen; MILLER, Abbott – Design Writing Research – Writing on Graphic Design. 2<sup>a</sup> ed.. New York: Phaidon, 2006b. ISBN 07148-3851-9.

MEGGS, Philip B.; PURVIS, W. Alston – Meggs' History of Graphic Design. 4<sup>a</sup>. New Jersey: John Wiley Sons, 2006. ISBN 0-471-69902-0.

MÜLLER-BROCKMANN, Josef. Grid Systems in Graphic Design. Niggli: 1996. ISBN 3721201450

TSCHICHOLD, Jan – The Form Of The Book: Essays on The Morality Of Good Design. Washington: Hartley Marks, 1991. ISBN 0-88179-116-4.

ZAPPATERRA, Yolanda – Editorial Design. London: Laurence King Publishing, Central Saint Martins College of Art Design, 2007. ISBN 978-1-85669-433-9.

### **Learning and Teaching Methods**

On the theoretical vector, the main manifestations of editorial design, book, newspaper and magazine, will be observed from the point of view of its aesthetic, symbolic and functional side. This regards the 1.1, 1.2, 1.3, 1.4 and 3.1 points of the program.

On the theoretical and practical side, (regarding 2.2 to 2.3 and 3.2 to 3.3) it is important that students know the history of the subject and concepts such as typography (macro and micro-typography), the infographics, illustration, visual hierarchies, process management, editorial and production.

The work developed should result in projects with the following characteristics:

comfortable “vehicles” to the text (functional, creative and dignifying to the text);

compositions that understand the needs of content (text) and the publishing program;

clear structures and policies; . structures in which all graphics are well integrated and complementary.

The exercises developed within the 3 parts of the program are:

P1.1 Paragraph

P1.2 The form of the word, text and page

P1.3. The grid

P2 Development of a book.

P3 Design (both program and layout) of a periodic

### **Assessment Methods**

EVALUATION OF LEARNING:

1. The evaluation process in this course is based on continuous and regular evaluation, as stated in Article 7 of RIAPA.

The assessment takes into account the following elements:

a) attendance and participation of students.

Project deliveries are required to be made in person. Projects not accompanied by the teacher during the class

period will not be evaluated

Attendance and punctuality are key factors for a good performance in the course and for the final evaluation:

- Attendance: students may not exceed the total of 1/3 of absences in the total of lectured classes in the semestre.

If the number of absences (unexcused) are exceeded, the student fails.

- Punctuality: tolerance of 15 minutes, and once exceeded, will be considered absence.

b) implementation of projects and individual practical exercises.

The evaluation results of the combination of the components:

$(0.20 \times P1) + (0.45 \times P2) + (0.35 \times P3)$

2. In this unit, regarding its objectives, is not provided access to season

Final exams evaluation, as stated in Article 9 of RIAPA, ie the methodology assessment adopted is only the continuous and periodic evaluation.

3. The finalists and special statutes students have access to special examination period that occurs at the end of the school year, as provided in RIAPA.