

EDITORIAL DESIGN

Degree in Graphical Design

Degree in Graphical Design

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

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 aesthetics, 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 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 | Presentation of the course.

Objectives; Organisation; Study resources; Assessment.

First part

From letter to word, from text to page

1.1 Historical, technical and cultural background

1.2 The shape of the letter and its classification

1.3 The shape of the text

1.4 The shape of the page and grids

Part two

The Book

2.1 The concept of the book: a cultural history

2.2.1 Introduction to computerised digital publishing tools

2.2.2 The editorial plan

- 2.2.3 Format, layout, grids, styles, images and other graphic paratexts
- 2.2.4 Book production: professions, materials and technologies
- 2.3 Designing the practical intervention for printed and electronic media.

Part Three

Periodicals: newspaper and magazine

- 3.1 The concept of a periodical: history, structure, materials and technology
- 3.2 Practical intervention design
 - 3.2.1 Specificities of the plan, management and editorial design of a periodical publication
 - 3.2.2 The press: technologies and materials

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^a ed. Vancouver: Hartley Marks, 2002. ISBN0-88179-132-6.5
- 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^a ed. New York: Phaidon, 2006b. ISBN 07148-3851-9.
- MEGGS, Philip B.; PURVIS, W. Alston – Meggs' History of Graphic Design. 4^a. 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

The theoretical side presents the history of DE with a succession of the main events, players and technologies and also a cultural history. The main manifestations of DE, the book, the newspaper and the magazine, will be

in their aesthetic, symbolic and functional aspects in points 1.1 to 1.4; 2.1, 3.1 and 3.2.2.

theoretical-practical aspect (points 3.2.1 and 2.2 to 2.3), mastery of concepts such as typography (macro and microtypography), infographics, illustration, hierarchy, illustration, visual hierarchies, management of editorial and production processes should result in projects with the following characteristics:

comfortable vehicles for the text (functional, creative and dignifying for the text); vehicles whose form meets the needs of the content (text) and the editorial programme; clear and coherent structures; structures in which all the graphic elements are well integrated and complementary.

The proposals are as follows:

P1 Paragraph

P2 Book design

P3 Journal design_Modular grid

Assessment Methods

Operating Regime

The curricular unit works on a face-to-face basis.

Learning AssessmentThe assessment system in this curricular unit is the continuous assessment (according to point 1 of article 3 of the RACC of ESD).

The continuous assessment includes the following elements of learning evaluation with the following weighting
(0.1 x proposal 1) + (0.45 x proposal 2)+ (0.35 x proposal 3) + (0.1 x continuous assessment)

Examination seasonThis curricular unit does not allow the 1st or 2nd semester examination period (according to point 4 of article 4 of the RACC of ESD).

Special season assessmentThis season is only available for students who are in a special regime of attendance (as described in section I, article 135 and point 5, article 209 of the Academic Regulation of IPCA). The assessment in this special season integrates the following elements of learning evaluation with the following weighting
(0.6 x work proposal) + (0.3 x project dossier) + (0.1 x work presentation)

Grade improvementIn this curricular unit, grade improvement works through continuous assessment (according to point 2 of article 6 of the RACC of ESD). The assessment includes the following elements of learning evaluation with the following weighting
(0.5 x proposal 2) + (0.4 x proposal 3) + (0.1 x continuous assessment)