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

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 to the course unit.
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 and grids

Part Two
The Periodicals: newspaper and magazine.
2.1 Concept of a periodical: history, structure, materials and technology.

2.2.1 Specific features of the plan, design management and publishing a periodical publication.
2.2.2 The media: technologies and materials.

Part Three
The Book
3.1 The concept of the book: a cultural history.
3.2.1 Introduction to computational tools for digital desktop publishing.
3.2.2 The editorial plan.
3.2.3 Format, layout, grids, styles, images and other graphic paratexts
3.2.4 The production of the book: professions, materials and technologies.
3.3 Practical design (for both print and electronic supports)

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. 2ª 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. 2ª ed. New York: Phaidon, 2006b. ISBN 07148-3851-9.
MEGGS, Philip B.; PURVIS, W. Alston – Meggs' History of Graphic Design. 4ª. 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 to 1.4, 3.1, 2.1 and 2.2.2 points of the program.
On the theoretical and practical side, (regarding 2.2.1 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), 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 to be developed are:
P1 Paragraph

P2 Periodic design_Modular grid
P3 Design of a book

Assessment Methods

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

Learning Assessment

The 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 × proposal 1) + (0.35 × proposal 2)+ (0.45 x proposal 3) + (0.1 x continuous assessment

Examination season

This 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 assessment

This 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 improvement
In 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
(0.4 × proposal 2) + (0.5 x proposal 3) + (0.1 x continuous assessment)