

WEEK 1 **September 25 – September 29**

Honing your reader demographics and developing a brand concept

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A typical editorial order *for mainstream magazines* and advertisement size & placement

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Making and using flatplans to organize and pace your magazine

WEEK 2 October 2 – October 6

What are typical magazine roles and production cycles

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The elements of a typical main feature layout

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Appropriate typeface choices for body text

WEEK 3 **October 9 – October 13**

Branding for magazines



Sample magazines' brand extensions

WEEK 4 **October 16 – October 20**

Publishing for different media streams: print/desktop/tablets/mobile

WEEK 5 **October 23 – October 27**

Setting up your magazine cover: in-house and blurb.com



Magazine covers and ToCs

WEEK 6 **October 30 – November 3**

How to make digital comps.

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Lab day

WEEK 7 **November 6 – November 10**

For Monday's class: Lab day



For Friday's class: Holiday

WEEK 8 November 13 – November 17

Printing your magazine in-house and through blurb.com

(working in tandem with Ed Harrington and Julia's class)

WEEK 9 November 20 – November 24

For Monday's class: Lab day



For Friday's class: Thanksgiving Holiday

WEEK 10 **November 27 – December 1**

Lab day

WEEK 11 **December 4 – December 8**

Presentations and hand in magazines projects

MAGAZINE CLASS CONTENT:

BRAND CONCEPT

EDITORIAL ORDER

ADVERTISEMENTS

FLAT PLANS

MAGAZINE ROLLS

PRODUCTION CYCLES

ELEMENTS OF A FEATURE ARTICLE

TYPEFACES AND BODY TEXT

PUBLISHING: PRINT/DESKTOP/TABLETS/MOBILE

BRANDING FOR MAGAZINES

MAGAZINE BRAND EXTENSIONS

COVER DESIGNS

TABLE OF CONTENTS DESIGNS

DIGITAL COMPS

PRINTING IN-HOUSE AND WITH VENDORS LIKE BLURB.COM