

WEEK 1 September 24 – September 28

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 1 – October 5**

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 8 – October 12**

Branding for magazines



Sample magazines' brand extensions

WEEK 4 **October 15 – October 19**

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

WEEK 5 **October 22 – October 26**

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



Magazine covers and ToCs

WEEK 6 **October 29 – November 2**

How to make digital comps.

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Mid quarter reviews with alumni

WEEK 7 **November 5 – November 9**

In house: Printing and binding demo

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Lab day

WEEK 8 **November 12 – November 16**

For Monday's Class: Holiday



For Friday's Class: Lab day

WEEK 9 **November 19 – November 23**

For Monday's class: Lab day



For Friday's class: Thanksgiving Holiday

WEEK 10 **November 26 – December 30**

Lab day

WEEK 11 **December 3 – December 7**

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