

COURSE CONTENT

Course Code	DV3002
Course Title	Editorial Design
Pre-requisites	DV2004 and DV2005
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

In this intermediate to advanced course, you will explore the creation, communication and publishing of visual stories for specific target audiences. By combining theory and practice-based research, you will receive an overview of contemporary editorial design orientations. You will engage in the conceptualization, content generation, editing, layout and printing of special-interest publications such as books, brochures, catalogues, magazines, newspapers, and other unique editorial formats. You will also address editorial design as a strategy that deals with multiple levels of information across one or more editions. This course provides valuable knowledge for all learning in visual communication.

Intended Learning Outcomes (ILO)

By the end of this course, you should be able to:

1. Describe editorial design development in a historical context.
2. Develop the visual content and purpose of a publication for a desired target audience.
3. Critically apply acquired knowledge to design projects with multiple levels of information across one or more editions.
4. Present proficient editorial design ideas and development in presentations and group discussions.
5. Participate actively in class discussion and critique editorial design ideas and techniques employed by peers in a constructive manner.

Course Content

Visual report study

Theoretical and practical analysis of printed media that allow visualizing stories effectively in accordance to a specific target audience. Visual reports will be examined throughout a wide range of case studies.

Special-interest publication analysis

By means of an investigation on special interest publications, its history and function, you will understand how to express the identity of particular groups through your own voice.

The need for publishing and the choice of media

You will analyze the stories to be published. You will consequently develop your own approach to communicate them. Parallel to the former, there will be a reflection on the choice of media selected for publishing.

Editorial design as a communication strategy

From idea generation to publishing, you will be able to comprehend and cohesively plan an editorial project.

Assignments and exercises

Project 1: Exercises that test ability to engage in an editorial design project.

Project 2: Intermediary assignment that introduces theory and practice regarding designing for print or digital environments with multiples levels of information across one or more editions.

Project 3: Advanced final project that integrates all theory and practice-based learning acquired during the course. The main objective of this project is to understand the editorial design production process. It focuses on the analysis of an editorial project as a whole from researching, data-generation, writing and designing to publishing.