MAGAZINE DREAMS: Conceiving, Designing, and Producing a Twenty-first Century Publication

ARTS-UG 1660 4 credits; Tues/Thurs 1:30-4:30, 715 Broadway, room 501
Lise Friedman; lef3@nyu.edu (the best way to reach me outside of class)
Office Hours and Location: Tuesday, 11:00-1:00; Thursday, 11:00-1:00, 715 Broadway, room 429
Faulty Services: 212.998.7371

Course Description:
Magazines are a tantalizing mix of tradition and the new—exquisitely tuned reflections of where we are at a given moment (and frequently harbingers of what's yet to occur) expressed through a mode of communication that took root in the eighteenth century. It's this balance of convention and innovation that guarantees their endurance, whether manifested in print, online, or through an artful combination of the two. In this arts workshop students will work together at an accelerated pace to conceive and produce an in-class magazine that reflects the students’ interests and exposes them to the process such an endeavor entails. The first part of the workshop will be devoted to brainstorming and roughing out themes and design and editorial ideas, the second to their execution, and the final to the actual production of the publication itself.

Readings:
• The Magazine from Cover to Cover, by Sammye Johnson (Oxford U Press)
• 45th Publication Design Annual Edition, by Society of Publication Designers (Rockport Publishers)
• Inside the Sketchbooks of the World's Great Graphic Designers, by Steven Heller (The Monacelli Press) OPTIONAL
• As many magazines/blogs as you can read on your own
• Selected links

Course Goals: To achieve a broad perspective on magazines, in particular
their continually evolving role as cultural barometers.

**Assignment Overview:** Your principal work in this class will entail the creation of a magazine.

**Attendance:** Attendance is essential. More than two unexcused absences will cost one letter grade. Properly documented absences due to illness, family emergency, etc., will be excused. If you know that you will miss class due to illness or an emergency, make every effort to let me know ahead of time.

**Grading standards:** Factors taken into account to determine the final grade: attendance, completion of reading assignments, and effective participation in classroom discussions and individual and group projects. If you find that you will not be able to complete the course work by the end of the semester, speak with me before the end of the semester.

**Plagiarism:** An unlikely occurrence, but one that must be addressed. If you are caught plagiarizing you will receive an automatic F.

**About the syllabus:** While I will make every attempt to follow the syllabus, small changes may occur as the semester progresses.

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**Syllabus**

**Tuesday, May 24:**

- Introductions and areas of interest
- Overview of class content and general structure/expectations
- Review and discussion of magazines you admire/dislike
- For next class: Bring in five objects that reflect the sensibility, essence, and/or tone of your ideal magazine (photos, swatch of fabric, piece of music, food, etc.). Write up a one- to 2-page discussion of why you chose your objects and what they “say”/reflect
- Reading assignment for discussion May 26: The Magazine from Cover to Cover: part 1 (chapters 1-4); become acquainted with 45th Publication Design Annual (you will refer to this book throughout the course)

**Thursday, May 26:**

- Share examples; start thinking about which aspect of your Five Objects
you would like to explore further in a solo project, description due June 7, project due June 30

• Form groups/staffs: brainstorm ideas; determine title, theme, description of content (writing, photography, illustration, etc.); create schedule
• Reading discussion

Tuesday, May 31:
• Group work session: complete flat plan, finalize lineup of stories/photos, etc.; for next class: first drafts of articles, image selections
• Guest speaker: Aaron Kenedi, editor-in-chief, Print Magazine

Thursday, June 2:
Multimedia classroom, 2
35 W 4th St, 2nd floor
• Group work session: edit articles/images; create rough first draft
• PhotoShop and InDesign tutorial (3-4:30)
• Reading assignment for discussion June 9: The Magazine from Cover to Cover, Part 2 (chapters 5-8)

Tuesday, June 7:
• Groups work session: share draft with rest of class; feedback
• Five Objects project description due
• Guest speaker: Morgan Clendaniel, editor, FastCompany.com

Thursday, June 9:
Multimedia classroom, 2
35 W 4th St, 2nd floor
• Groups work session: work on second draft, editing
• Reading discussion

Tuesday, June 14:
• Exchange second drafts/prepare for critique June 16
• Guest speaker: Amber Kallor, Beauty Assistant, Glamour Magazine

Thursday, June 16:
• Group work session: critique drafts; implement changes
• Reading assignment for discussion June 30: The Magazine from Cover to Cover, Part 3 (chapters 9-12)

• Trip to “Time Out New York” (3-4:30)

**Tuesday, June 21:**
Multimedia classroom, 2
35 W 4th St, 2nd floor

• Group work session: create final drafts

**Thursday, June 23:**
Multimedia classroom, 2
35 W 4th St, 2nd floor

• Critique final drafts
• FINAL Group work session/upload PDFs

**Tuesday, June 28:**
• Endeavor Printing (check files/make any and all corrections)
37-04 29th Street
Long Island City, NY 11101
718-570-2720

**Thursday, June 30:**
Final class
• Reading discussion
• Presentation of solo projects
• Celebration of finished magazines

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**PRINTING PARAMETERS**

1. Trim size: 8 ½ X 11

2. Length: 32 interior pages total (16 spreads) + F and B inside and outside covers (four pages)

3. The pages should be set up as spreads; 32 pages, 16 spread: facing pages,
with margins, etc. A 32-page magazine should be send as a PDF file with pages in the correct order.

4. Bleeds; safety space: If you want the inside pages to bleed, design your content to the very edge of the 8.5 x 11 page. Leave ½ inch of safety space for any written content. A small portion of the top, bottom, and side will get cut off when the book is trimmed. Do not put any text near the edges of the pages.

5. The cover will be sent as 2 separate files {FC and BC; IFC and IBC}, each designed as one continuous image that wraps around. Covers should be designed on a 17 x 11 inch canvas (again, leave safety space for images that bleed).

6. Images: The DPI of each image should be 300. Avoid downloading images from the web; these are usually only 72 DPI. These types of images will look sharp when displayed on your computer screen but will not print crisply and will look “pixilated.” When using candid shots taken with digital cameras, make sure the camera is set to “high quality” to ensure the best results.