

## Week 1: September 23 - September 27

Review editorial order for mainstream magazines, advertisement sizes, & ad placement



Review and vet typeface choices for body text



Making and using flatplans to organize and pace your magazine



Creating timelines for your magazines

## Week 2: September 30 - October 4

What are typical magazine roles/job positions



Honing your reader demographics and developing a brand concept



Moodboards



Review the elements of a typical main feature layout

## Week 3: October 7 – October 11

Switching your mindset from precious designs to high volume production.

## Week 4: October 14 – October 18

Branding for magazines



Sample magazines' brand extensions



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

## Week 5: October 21 - October 25

Magazine covers



Setting up your cover in InDesign



Table of Contents

## Week 6: October 28 - November 1

Sources to make digital comps



*Mid quarter reviews with alumni*

## Week 7: November 4 – November 8

In house: Printing and binding demo



Lab day

## Week 8: November 11 - November 15

*For Monday's Class: Holiday*



*For Friday's Class:* Final review for your covers, masthead logotype, and table of contents page(s).



## Week 9: November 18 – November 22

*For Monday's Class:* Final review for your covers, masthead logotype, and table of contents page(s).



*For Both Classes:* Peer-to-peer review of your work.



Lab time to refine magazine.

Week 10: November 25 – November 29

*For Monday's class: Lab day*



*For Friday's class: Holiday*

## Week 11: December 2 - December 6

Feedback as needed.



Lab day



Presentation information

## Week 12: December 9 – December 11

*Monday's class will meet Tuesday, 12/10 from 9-2pm*



*Friday's class will meet Wednesday, 12/11 from 9-2pm*