

**Designing with type II
Publishing design.**

Typography, modular design, layout, and format are among the most hotly debated issues in the publishing industry today. Newspapers, books and magazines come in all shapes, typefaces and sizes, but what makes a successful design?

A design that is functional for the publisher staff, reflects the content and nature of the medium, and is appreciated (subconsciously) by the reader.

Editorial design means fashioning and defining a space with texts and images. The interplay and arrangement of these texts and images is intended to facilitate the process of reading.

Objective:

The course can help students to work through the planning process and develop a preliminary design: Newspaper, books, Annual Reports, booklets, Newsletters, hose organ, magazines and many other publishing media.

Design challenges, use of a stylebook, visual techniques, and trends for smaller edition design are the focus of this course. Balance, contrast, rhythm, unity, and harmony are the publishing design concepts addressed in the course, with illustrations and photography. The grid constitutes the basic structure of editorial design, nameplate, masthead, headlines, and pictures are some of the components that help readers identify the collection.

Typographic polishing can include marking precise adjustment to word and character spacing, fine-tuning hyphenation to make the text more readable, tracking, kerning, leading, and sophisticated text run-around, colour and trapping controls. Course assignments involve the integration of text and image, paper selection, inks and inking, colour integration, serial imaging, preparation of printing surfaces, press editions, and binding structures.

Project:

Participants will complete assignments individually, although you are welcome to share ideas with classmates. You will work on their own project independently while comparing their work with that of the others. Over the course of the workshop, we want to explore the diverse possibilities of expression of editorial design products, learning about paper formats, grid, page-layout, type selection, photojournalism, illustrations, writing headlines, ways of dressing up headlines, styles of headlines, etc.

Evaluation:

At the end of the course, each lecturer will carry out a global evaluation. In each case, the mark may depend on whether a project is done or not, and always according to each lecturer's criteria.

