

## COURSE DESCRIPTION

### EDITORIAL DESIGN

<b>Course title</b> Editorial Design	<b>Kurstitel</b> Redaktionelt design
<b>Course number</b> BK2RE--KMU	<b>Approved</b> 02.05.23
<b>Level and semester</b> BA, 4th semester	<b>Field of study</b> Communication Design
<b>ECTS</b> 5	<b>Responsible</b> Laila Grøn Truelsen
<b>Exam form</b> Semester exam (see Studieplan/Study Plan on Itslearning)  Combination test: Oral defence and design product	<b>Assessment</b> 7-point grading scale  The exam will be an overall evaluation of the presented design product and the oral defence.
<b>Censor</b> External	<b>Extent/duration of exam</b> The duration of the total semester exam is 60 minutes, of which:  20 minutes are for the student's presentation 20 minutes are for discussion 20 minutes are for voting and assessment
<b>Group work</b> see Studieplan/Study Plan on Itslearning	<b>Prerequisite</b> As a mandatory prerequisite for participation in the exam, the stu- dent must deliver a learning portfolio before a deadline set by the study administration.

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#### Course objective

Editorial design is about the design systems used in order to tell stories for magazines, websites, newspapers, etc. Editorial design signals a clear sender/receiver relationship with the message as the core. The design system/editorial design is based on the attitude, philosophy and values that underlie the design and which are desired to be communicated.

The core element of editorial design is "making form for content". The content is the narrative/story/ideas that the publication or website wants to share with their users; it can be articles, photos, illustrations, interviews etc. The form that is designed in editorial design are the visual systems/manifestations in which the content is presented. Editorial design touches upon both print design and digital design and forms the bridge between the two areas.

Editorial design is based on brand and values + content and connects these via form, which consists of; layout, typography, colour and images (photos and/or illustrations). These elements must create a whole that tells the user about the content and brand at the same time, so that the user knows who is sharing a story with them. Core elements are easy readability, easy navigation, etc. but there is also a particular focus on creating a personality in the editorial design, which corresponds to how a brand wants to be experienced and/or is already experienced.

The course will give the students an insight into how the editorial designer gives shape to a product; the magazine, newspaper or, for example, the website based on the core of the brand and from there develop a design system that makes sense and that fits, for example, the brand's values and philosophy. The course will introduce selected parts of editorial design, where layout, typography, colour and images are used as a whole.

#### Learning outcome

At the examination, the student is expected to:

Knowledge:

- *have knowledge about methods for creating an editorial design where layout, typography, colours and images suit the content and brand*
- *have knowledge about how editorial design creates form/systems for content that suit sender - message - recipient and thus also media.*

Skills:

- *be able to work with editorial design, where brand and values + content create a whole*
- *be able to create a design system that can tell relevant stories/narratives for e.g. magazines, newspapers and websites*
- *be able to use relevant software used for image processing (pixels), for vector graphics and for layout and setup for digital media in a fruitful interaction*

Competences:

- *be able to think about and work with a suitable editorial design system according to brand, media etc.*
- *be able to reflect on own choices and own design system in relation to brand/content/message/context/media/sender and recipient*
- *be able to connect knowledge of colours, form, composition, illustration, UX and web and graphic design to editorial design with high aesthetic value*



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#### Generic learning outcome

In addition to the above-mentioned course-specific learning outcomes, the student is also expected to:

- *be able to present own research and project through an oral and visual presentation, that both explains what, why and how, and contains a reflection on the process and the concrete learning along the way*
- *be able to translate design experiments – regardless of the outcome – into learning and development of their own design practice*