

*1st five weeks | book: design blad/sample pages*

WEEK 1  
Jan 12–16

MONDAY  
Intro (me + students)  
Go over syllabus & lesson plan  
Introduce ongoing project: *typographic book covers*

WEDNESDAY  
Lecture: elements of a book  
Intro to grids  
**Begin blad design**  
Work in class

WEEK 2  
Jan 19–23

MONDAY  
**Martin Luther King Day**  
*no class*

WEDNESDAY  
Lecture: flowing text  
Start designing blad  
Work in class

WEEK 3  
Jan 26–30

MONDAY  
Lecture: more on grids  
Work in class

WEDNESDAY  
Historical lecture: W.A. Dwiggins  
Workshop/critique preliminary blad designs  
**Book grids due**

WEEK 4  
Feb 2–6

MONDAY  
Lecture: branding – covers for a book series (Penguin, New Directions, North Point Press)  
*Review & critique book-cover designs*

WEDNESDAY  
Lecture: Jost Hochuli's book design  
Work in class on blads  
Workshop/critique blad designs  
**Preliminary page spreads due**

WEEK 5  
Feb 9–13

MONDAY  
Refine blads  
Guest lecture: André Mora on magazine design & using stylesheets

WEDNESDAY  
Complete final blads (work in class)  
Workshop/critique the results  
**final blads due (end of class)**

*2nd five weeks | magazine: analyze & design*

WEEK 6  
Feb 16–20

MONDAY  
**Presidents Day**  
*no class*

WEDNESDAY  
**Begin magazine project**  
Lecture: elements of editorial design  
Pick magazine & analyze  
Draw overlay of grid, reproduce in InD

WEEK 7  
Feb 23–27  
*John in Munich  
on Wednesday*

MONDAY  
Lecture: intro to styles  
Develop grid based on existing magazine

WEDNESDAY  
Lecture: anchoring objects so they flow with the text  
Create page that can be slipped into the existing magazine

WEEK 8  
Mar 2–6  
*Midterm  
evaluation  
week*

MONDAY  
Lecture: text typography (review from Type 1), incl OpenType Layout features  
Hands-on exercises  
Refine magazine page

WEDNESDAY  
Create 4 original sample magazine grids  
Individual critiques/coaching

*Spring break Mar 9–13*

WEEK 9  
Mar 16–20

MONDAY  
Lecture: serious grid work  
Hands-on exercises with grids  
*Review & critique book-cover designs*

WEDNESDAY  
Lecture: navigation in publications  
Work in class on magazine grids

WEEK 10  
Mar 23–27

MONDAY  
Refine grid for your magazine  
Workshop/critique magazine grids

WEDNESDAY  
Establish grid for your magazine

*3rd five weeks | magazine: mechanics & production*

WEEK 11  
Mar 30–Apr 3

MONDAY  
Identify elements in your magazine  
Lecture: integrating text & images

WEDNESDAY  
Magazine spreads: article openings & other highly visual elements  
Work in class on layout of text & graphic elements

WEEK 12  
Apr 6–10  
*John in China*

MONDAY  
Create article openings

WEDNESDAY  
Hands-on exercises  
Create sample spreads

WEEK 13  
Apr 13–17  
*John in China*

MONDAY  
Refine spreads  
Lecture: version control & keeping track of imported text & graphics

WEDNESDAY  
Present new spreads  
Workshop/critique

WEEK 14  
Apr 20–24  
*John in China*

MONDAY  
Produce semi-final magazine  
Work in class

WEDNESDAY  
Workshop/critique  
*Review & critique book-cover designs*

WEEK 15  
Apr 27–May 1  
*Final exam week*

MONDAY  
Present final magazine designs  
Workshop/critique  
Celebrate!

WEDNESDAY  
*Class canceled*  
*Second-year review*