

## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
JOU372	Periodical Design	6	2	1	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	The goal of the course is to lead the students to experience an entire periodical design process by using the knowledge and ability gained in the "Desktop Publishing" course. Being led by the supervision of the lecturers, the students are expected to design a periodical with a specific theme. In this context, a simultaneous design process including different stages and aspects of desktop publishing will be organized.
Content	<ol style="list-style-type: none"><li>1. Cours: Proposing the Project Discussion on the Publishing Policy</li><li>2. Cours: Defining the Publishing Policy</li><li>3. Cours: Organizing the Page Plan</li><li>4. Cours: Logotype Design</li><li>5. Cours: Logotype Design</li><li>6. Cours: Layout Design</li><li>7. Cours: Layout Design</li><li>8. Cours: Design of "Contents" and "Editorial"</li><li>9. Cours: Page Design</li><li>10. Cours: Page Design</li><li>11. Cours: Page Design</li><li>12. Cours: Cover Design</li><li>13. Cours: Cover Design</li><li>14. Cours: Final Evaluation of the whole project</li></ol>
References	<ul style="list-style-type: none"><li>- Ambrose, G. ve Harris, P. (2005) Layout, Ava Publishing.</li><li>- Ambrose, G. ve Harris, P. (2003) Fundamentals of Creative Design, AVA Publishing.</li><li>-Communication Arts</li><li>-Novum</li><li>-Print</li></ul>

## Theory Topics

Week	Weekly Contents
1	Introduction to periodics design
2	Publishing Policy
3	Target Audience, Editorial Tone, Budget Planning
4	Concept Planning
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