

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">1. Cours: Proposing the Project Discussion on the Publishing Policy2. Cours: Defining the Publishing Policy3. Cours: Organizing the Page Plan4. Cours: Logotype Design5. Cours: Logotype Design6. Cours: Layout Design7. Cours: Layout Design8. Cours: Design of "Contents" and "Editorial"9. Cours: Page Design10. Cours: Page Design11. Cours: Page Design12. Cours: Cover Design13. Cours: Cover Design14. Cours: Final Evaluation of the whole project
References	<ul style="list-style-type: none">- Ambrose, G. ve Harris, P. (2005) Layout, Ava Publishing.- Ambrose, G. ve Harris, P. (2003) Fundamentals of Creative Design, AVA Publishing.-Communication Arts-Novum-Print

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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