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	1. Cours: Proposing the Project Discussion on the Publishing Policy			
	2. Cours: Defining the Publishing Policy			
	3. Cours: Organizing the Page Plan			
	4. Cours: Logotype Design			
	5. Cours: Logotype Design			
	6. Cours: Layout Design			
	7. Cours: Layout Design			
	8. Cours: Design of "Contents" and "Editorial"			
	9. Cours: Page Design			
	10. Cours: Page Design			
	11. Cours: Page Design			
	12. Cours: Cover Design			
	13. Cours: Cover Design			
	14. Cours: Final Evaluation of the whole project			
References	- 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 Audiance, Editorial Tone, Budget Planning
4	Concept Planning
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