

UNIVERSIDAD AUTÓNOMA DE BAJA CALIFORNIA

COORDINACIÓN GENERAL DE FORMACIÓN PROFESIONAL

LEARNING MODULE

I. GENERAL INFORMATION

1. **School:** Facultad de Arquitectura y Diseño, Mexicali, Facultad de Ciencias de la Ingeniería y la Tecnología, Valle de las Palmas
2. **Major:** Licenciado en Diseño Gráfico
3. **Study Program:** 2022-2
4. **Learning Module Name:** Editorial Design
5. **Number:** 40112
6. **CH:** 02 **WH:** 04 **LH:** 00 **FPH:** 00 **CLH:** 00 **EH:** 02 **CR:** 08
7. **Stage:** Disciplinary
8. **ModuleType:** Compulsory
9. **Course Enrollment Requirements:** Diseño y Señalización



Learning Module Design Team

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Approval of Assistant Dean (s)

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II. PURPOSE OF LEARNING MODULE

This learning module belong to the design area, in the disciplinary stage, has the purpose that the student knows the elements of editorial design and applies them through printed and digital projects, using a methodology in a collaborative modality. Also the use of analog and digital tools in the development of the project, the costs, the means of print and publish, as well as the theoretical-practical terms to explain his project.

III. COMPETENCEOF THE LEARNING MODULE

Develop editorial design projects through a design methodology, to generate alternative solutions through mock up and layouts that show the functionality of the project, with an attitude of discipline, responsibility and ethics.

IV. EVIDENCES OF LEARNING/ACHIEVEMENT

Editorial projects mock up, and at least one printed editorial product with the development of a design methodology.

V. UNIT DESCRIPTION
UNIT I. Editorial Design Introduction

Competency:

Analyze the elements of editorial design through the mock of a project, to generate an aesthetic and effective visual communication, with a critical, ethical and social responsibility sense.

Content:

Time Allotted: 8 hours

- 1.1. The background of Editorial design.
- 1.2. Basic concepts of editorial design.
- 1.3. Scope of an editorial project.
- 1.4. Editorial design elements
 - 1.4.1. Methodology for Layout
 - 1.4.2. Paper sizes and features
 - 1.4.3. Textblock
 - 1.4.4. Grid
 - 1.4.5. Color
 - 1.4.6. Typography
 - 1.4.7. Pictures
- 1.5. Study case

UNIT II. Structure and Production of Editorial Projects

Competency:

Apply a layout method and the principals of graphic design in the development of a printed editorial projects, to understand the structure and roles of the process, with responsibility and respect

Content:

Time Allotted: 12 hours

- 2.1. Estandar Page Sizes
- 2.2. External and internal structure of book, newspaper, magazines, etc.
- 2.3. The use of advertising
- 2.4. Roles for editorial work
- 2.5. Production and its cost
- 2.6. Copyright, ISBN, ISSN and other legal concepts
- 2.7. Layout of a printproject
- 2.8. Developeand print a project

UNIT III. Layout, Design, and Development of an Editorial Project

Competency:

Develop the simulation of an editorial project through a methodology, and using analog and digital tools to generated solutions, as well as present the cost of production, with discipline, respect and social responsibility.

Content:

Time Allotted: 12 hours

- 3.1. The briefing in an editorial project.
- 3.2. The methodology for an editorial project.
- 3.3. The development of a layout for an editorial product.
- 3.4. The presentation of an editorial product.
- 3.5. The publication of an editorial project

VI. STRUCTURE OF WORKSHOP PRACTICES

No.	Practice Name	Procedure	Support resources	Time
UNIT I				
1	Paper Sizes	<ol style="list-style-type: none"> 1. Investigate the standard page sizes 2. Compare between the ISO 216 and the American paper. 3. Hand in the practice. 	<ul style="list-style-type: none"> • Reference sources • Industrial size paper 	2 hours
2	Margins and text block	<ol style="list-style-type: none"> 1. Calculate, trace and digitize margins and text block 2. Print and deliver the practice 	<ul style="list-style-type: none"> • Reference sources • Software 	4 hours
3	The grid	<ol style="list-style-type: none"> 1. Practice the different grids on the same page size 2. Print and deliver the practice 	<ul style="list-style-type: none"> • Reference sources • Software 	4 hours
4	Typography	<ol style="list-style-type: none"> 1. Choose a typeface 2. Practice using the typeface, line length and leading 	<ul style="list-style-type: none"> • Reference sources • Software 	4 hours
5	Layout and image	<ol style="list-style-type: none"> 1. Choose a typeface 2. Apply a layout and images 3. Print and deliver the practice for it 4. Print and deliver the practice 	<ul style="list-style-type: none"> • Reference sources • Software 	4 hours
6	Paper qualities	<ol style="list-style-type: none"> 1. Make a dummy 2. Print and deliver the practice 	<ul style="list-style-type: none"> • Reference sources • Software • Industrial size paper 	2 hours
UNIT II				
7	Briefing	<ol style="list-style-type: none"> 1. Write a document that describe the need of the publishing project 2. Deliver the document 	<ul style="list-style-type: none"> • Reference sources • Software 	4 hours
8	Structure of an editorial product	<ol style="list-style-type: none"> 1. Propose a structure according to the type of publication. 	<ul style="list-style-type: none"> • Reference sources • Software 	2 hours

		2. Deliver the structure of the proposal		
9	Roles within the publishing industry	<ol style="list-style-type: none"> 1. Make a team that considers the basic roles to work on an editorial project. 2. Deliver the team proposal 	<ul style="list-style-type: none"> • Reference sources • Software 	4 hours
10	Apply a layout method	<ol style="list-style-type: none"> 1. Develop a layout according to the editorial project 2. Deliver the file that probe the layout process 	<ul style="list-style-type: none"> • Reference sources • Software 	8 hours
11	Prepress and output of the project	<ol style="list-style-type: none"> 1. Make the page imposition according to the reproductions system 2. Deliver the file of the process 	<ul style="list-style-type: none"> • Reference sources • Software 	4 hours
UNIT III				
12	Develop an editorial project	<ol style="list-style-type: none"> 1. Create digital dummy according to the needs of the project 2. Choose the elements of the editorial project 3. Layout the editorial project 4. Develop and evaluate the editorial project 5. Make the imposition and output of the editorial product 6. Deliver the product 	<ul style="list-style-type: none"> • Reference sources • Software 	16 hours
13	Production Cost and estimated	<ol style="list-style-type: none"> 1. Make an estimation of the project with production cost and expenses 2. Mock up a publish registration 3. Deliver the documents 	<ul style="list-style-type: none"> • Reference sources • Software 	2 hours
14	Presentation of the project	<ol style="list-style-type: none"> 1. Present the project 2. Deliver the presentation and the projects 	<ul style="list-style-type: none"> • Reference sources • Software 	4 hours

VII. METHODOLOGY AND STRATEGIES

Course framework: The first day of class the teacher must establish the form of work, evaluation criteria, quality of academic work, rights and obligations for teacher and students.

Teaching strategies (teacher):

- Lecture
- To give information
- Study Case
- Guided instruction
- Problem solving

Learning strategies (student):

- Sketching
- Documentary research
- Design methodology
- Project simulation
- Teamwork
- Exposition
- Project Portfolio

VIII. EVALUATION CRITERIA

The evaluation will be carried out permanently during the development of the course as follows:

Accreditation criteria

To be entitled to ordinary and extraordinary exam, the student must meet the attendance percentages established in the current School Statute.

Scaled from 0 to 100, with a minimum approval of 60.

Assessment criteria

Exercises ..	15%
Practical evaluations ..	50%
Portfolio of evidence ..	25%
Exhibitions ..	10%
Total.....	100%

IX. Bibliography

Required	Suggested
Bringhurst, R. (2008). <i>The elements of typographic style</i> (3rd ed.). Hartley & Marks. [Clásico]	Adobe. (2020). <i>InDesign tutorials</i> . https://helpx.adobe.com/in/indesign/tutorials.html
Buen [de], J. (2014). <i>Manual de diseño editorial</i> (4ta ed.). Ediciones Trea. [Clásico]	Adobe Support Community. (2020). <i>InDesign</i> . https://community.adobe.com/t5/indesign/bd-p/indesign?page=1&sort=latest_replies&filter=all
Caldwell, C. y Zappaterra, Y. (2014). <i>Diseño editorial: periódicos y revistas, medios impresos y digitales</i> (2da. ed.). Gustavo Gili. [Clásico]	Johansson, K., Lundberg, P. y Ryberg, R. (2011). <i>Manual de producción gráfica, recetas</i> (2da. ed). Gustavo. Gili. [clásico]
Dabner, D. (2018). <i>Diseño gráfico, fundamentos y prácticas</i> . Blume.	Marin, R. (2013). <i>Ortotipografía para diseñadores</i> (5ta. ed.). Gustavo Gili. [clásico]
Haslam, A. (2007). <i>Creación, diseño y producción de libros</i> . Blume. [Clásico]	Pochteca (29 de mayo de 2014). <i>Pochteca papel inglés</i> [Archivo de video]. [clásico] https://www.youtube.com/watch?time_continue=8&v=eH4oDhSqo5E
Lafratta, R. y Franklin, R. (2020). <i>Paper sizes</i> . https://papersizes.io/	Swann, A. (2004). <i>Bases del diseño gráfico</i> . Gustavo Gili.
Lupton, E. (2014). <i>Tipografía en pantalla: una guía para diseñadores, editores, tipógrafos, blogueros y estudiantes</i> . Gustavo Gili. [Clásico]	
Lupton, E. (2011). <i>Pensar con tipos</i> . Una guía clave para estudiantes, diseñadores, editores y escritores. Gustavo Gili. [Clásico]	
Rivers, CH. (2015). <i>Cómo hacer tus propios libros: nuevas ideas y técnicas tradicionales para la creación artesanal de libros</i> . Gustavo Gili. . [Clásico]	
Salinas, I. (en prensa). <i>El diseño de textos digitales</i> . Editorial Universitaria UABC.	

Tschichold, J. (1997). *The form of the book: Essays on the morality of good design*. Hartley & Marks [Clásico]

Tschichold, J. (1998). *The new typography. A handbook for modern designers*. University of California Press. [Clásico]

Zappaterra, Y. (2008). *Diseño editorial. Periódicos y revistas*. Gustavo Gili. [Clásico]

X. TEACHER PROFILE

The teacher must be Graduate in Graphic Design, Communication or related areas, in addition to having knowledge, courses, diplomas and preferably a postgraduate degree in editorial design, as well as having experience in editorial production, (printed and digital publications) with a publisher and skills in design software.