



## Course Syllabus

# Bethesda University of California

### **BETHESDA UNIVERSITY MISSION STATEMENT:**

Bethesda University of California is a Christ-centered community of higher education preparing Korean/English speaking men and women with professional competence, academic excellence, and spiritual integrity to be servant leaders in the Church, community, and global society.

Course Number and Title: VD 272 Editorial Illustration II

Semester: Sp 2015

Professor: Eun Kyung Cha

Office: # 315

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Office Hours (Students may meet with their professor by appointment or during the following regularly scheduled office hours):

Day and Time:

Place:

Mon- Fri (9:00 AM – 12:00PM)

Room #315

### 1. RELATIONSHIP OF COURSE TO BETHESDA UNIVERSITY'S MISSION:

This course is an introductory course required in the design curriculum to those pursuing to become design professionals. It is offered in the Design Department to promote and support the Bethesda's mission of preparing Christians in their professional endeavors by introducing the primary knowledge of editorial illustration necessary to prepare future designers.

2. COURSE DESCRIPTION:

Editorial Illustration takes an in-depth look at creating images for the newspaper and magazine publishing industry. Emphasis will be placed on creating a wide variety of finished illustrations. The course focuses on the visual interpretation of editorial subject matter. Critical thinking, visual criticism, and rhetoric will also be a required component of work generation and conceptualizing. Presenting thumbnails that explore a variety of concepts is emphasized.

3. COURSE OBJECTIVES (STUDENT LEARNING OUTCOMES) After completing this course, students will have achieved the following:

<b>Student Learning Outcomes</b>	<b>Assignments for Assessment</b>
1) Students will be able to apply effective visual, verbal, written, and technological literacy skills in their artistic discipline	Brainstorm layouts and format design used to create various types of media seen in the publishing industry
2) Students will be able to extract visual concepts from text while recognizing the importance of integrating text in composing an illustration	Explore the different techniques used to incorporate usage of text and illustration combined for a finished illustration
3) Students will be able to distinguish the difference of how to best attract the attention of various audiences according to age group	Analyze various types of books and magazines and interpret what is being used, such as the different colors, font, illustration, and material

4. COURSE MATERIALS

1) Required texts

(1) **Turning Pages: Editorial Design for Print Media [Hardcover]**

By Robert Klanten, Sven Ehmann and Kitty Bolhofer (Prestel pub, 2010)

(2) **Art Direction and Editorial Design** by Yolanda Zappaterra

(Harry N. Abrams, 2007)

(3) **Editing by Design: For Designers, Art Directors, and Editors—the Classic Guide to Winning Readers** by Jan White

(Skyhorse Publishing Inc, 2003)

2 ) Recommended reading:

(1) **Surprise Me: Editorial Design** by Horst Moser (Mark Batty Publisher, 2003)

(2) **Editorial Design** by Yolanda Zappatera (Laurence King, 2007)

3 ) Other Resources Helpful for the Course:

(1) **Type at work: the use of type in editorial design** by Andrew Balias  
(BIS,2003)

(2) **The Visual Dictionary of Graphic Design** by Gavin Ambrose, Paul Harris  
(AVA Publishing, 2007)

5. COURSE REQUIREMENTS AND TIME ESTIMATES (at least 15 hours/credit):

<b>Requirements</b>	<b>Time Estimate</b>
Participation	12
Resource Reviews / Research	9
Presentations	14
Projects	10
<b>Total Hours</b>	<b>45</b>

6. GRADING INFORMATION:

1) Grading Scale

Letter Grade	Numerical Grade	Grade Points	Quality of Performance
A	95-100	4.0	Outstanding
A-	90-94	3.7	Excellent
B+	87-89	3.3	Good +
B	84-86	3.0	Good
B-	80-83	2.7	Good -
C+	77-79	2.3	Satisfactory +
C	74-76	2.0	Satisfactory
C-	70-73	1.7	Satisfactory -
D+	67-69	1.3	Poor
D	64-66	1.0	Very Poor
D-	60-63	0.7	Extremely Poor
F	59 or lower	0	Failure

## 2) Grading Rubric

Requirements	Points
Attendance	10
Participation	10
Topic drawing and sketch	20
Presentations	20
Projects	40
<b>Total</b>	<b>100</b>

Test policy: Tests must be taken on the assigned dates. Except in cases of medical emergency, make-up exams are not permitted without prior approval from the instructor.

## 7. INCOMPLETE POLICY:

All course work is due on the dates assigned. Students who fail to submit

assignments on time will be subject to the course's late grading policy. In all other cases and unless otherwise stated by the instructor, all course work is due by 4:00 p.m. on the last day of the semester.

A grade of incomplete will only be awarded to students who cannot physically complete their course work by the last day of the semester due to an avoidable situation such as a serious illness. In such cases, students must provide valid evidence of their condition. After a semester has ended it is no longer possible to request an incomplete. Incompletes will not be granted simply because of poor time management. Students who assume that an incomplete will be issued because they failed to finish their course work by the end of the semester will automatically receive a grade of F.

Incompletes must first be approved by the Academic Affairs office. To apply for an incomplete, students must fill out an incomplete-grade-request form and submit it to the office by Dec 13, 2015. After receiving approval from the office, the student must then obtain approval from his or her instructor.

8. ATTENDANCE POLICY: Attendance at BUC is mandatory! Students must regularly attend class and be prepared to participate in class discussions and activities. Be forewarned that three or more unexcused absences will result in an automatic fail, and all students are required to report to the admissions director after a second absence. Arriving late or leaving early every two times equals an absence, and missing one half of a class session will also be considered an absence. Students who are absent are responsible for contacting a classmate to learn of any missed assignments or changes in the course schedule.
9. ACADEMIC INTEGRITY: Plagiarism and cheating are unacceptable. Plagiarism is defined as the use of someone else's ideas, arguments or other original material without acknowledging the source.
10. COURSE PRAYER SUBJECTS:
  - 1) Personal prayer requests
  - 2) Group prayer requests

3) University prayer requests

11. COURSE SCHEDULE:

<b>Week</b>	<b>Date</b>	<b>Class Topic</b>	<b>Reading</b>	<b>Assignments</b>
1	Feb/25	Orientation		
2	Mar/4	Finding concepts for good editorial design or magazine scripts		Finding magazines
3	Mar/11	Presentation about personal research		Bring the magazines
4	Mar/18	Personal tutorial		Make idea concept
5	Mar/25	Personal tutorial, Idea sketches		Concepts sketch
6	Apr/1	Develop the computer work		Work with computer
7	Apr/8	Ester break		
8	Apr/15	Mid-term Presentation		Display
9	Apr/22	Personal tutorial, bring the magazines		Bring the magazines
10	Apr/29	Personal tutorial, Develop the Idea sketches		Work with computer on Idea sketches
11	May/6	Computer working based on idea sketches		Work with computer on Idea sketches
12	May/13	Computer working based on idea sketches		Work with computer on Idea sketches
13	May/20	Develop the computer work		Work with computer on Idea sketches
14	May/27	Develop the computer work		Work with computer

15	June/3	Final Personal tutorial,		Develop the computer work
16	June/10	Final Project		Exhibition