

# Editorial Design for Screen

RISD GD, spring 2017  
graph-3322-01 | 3 credits  
ed-des.github.io  
instructor: dylan greif  
tue 01.10 PM — 06.00 PM  
DC room 501

## Schedule + Assignments

WEEK	AGENDA	ASSIGNMENT
Feb 21	Introducing Editorial Design for Screen Discussion: What are our objectives? Review the syllabus	Obtain required reading Download a text editor
Feb 28	Typography (the long & short form of it) Workshop: typography w HTML/CSS	Typographic Layouts
Mar 7	Layout Systems in Different Contexts Workshop: layout systems w HTML/CSS – Tutorial	Re-imagined Quote Layout
Mar 14	Visual & Interactive Design Grp 1 – Discussion: What is the role of “personality” in editorial?	Articles w/ Personality

Workshop: artwork, responsiveness,  
transitions w HTML/CSS

Mar 21	Stories w Text, Media, & Interaction Grp 2 - Discussion: What do we mean by "narrative"? Workshop: embedding media w HTML/CSS	Articles w/ Personality Cont.
Mar 28	Spring Break	
Apr 4	Full Class Crit	1) Complete Article Designs. 2) Readings.
Apr 11	Multi-view flows, collections, & IA Workshop: visualizing flows w wireframes  Final: Intro to final project Grp 3 - Discussion: What are models for editorial process?	Ideas for your final project
Apr 18	Prototyping	The Final Final Project - rough draft
Apr 25	User Testing, Final Project Grp 4 - Discussion: New Forms for Editorial (What do we mean by screen?) Presentations: First draft of final projects	Refer to The Final deliverables. Present a clean-but-rough-around-the-edges draft of your mockups and write-up as a web page presentation. Submit your working folder containing your html and css files. Label the html file index.html

and the folder firstname-1. Upload the folder to our shared google drive folder "Assignments" by 11:00AM next Tuesday.

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May 2	Final Project – penultimate review	The Final Present the final version of everything for an informative crit.
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May 9	Final Project – Informal Crit
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May 16	Final Project – Workshop (loose ends) Grp 5 – Discussion: What is your ideal reading experience?	How to submit your final work.
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May 23	Final Crit
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## Course Description

How can you draw on your foundations in graphic design to make reading experiences for the screen? What aspects of the craft translate, and what needs fresh exploration? This class covers basic HTML/CSS, wireframes, and flow diagrams, but it is not just about designing and coding a website. Rather, we will employ “the screen” as a playground/springboard for a broader inquiry into deeper editorial design concepts.

This class is a studio, and also includes some lectures and seminar-oriented discussions. It raises critical questions like: What are the core components of a story, and how do they manifest across

different screen environments? What are the needs and expectations of digital readers/viewers, and what tools and techniques do we designers have at our disposal to both serve and stir them? Where is the overlap between reader experience and user experience, between graphic design and product design, between “the screen” and any surface at all?

## GOALS AND OUTCOMES

By the end of the semester, you will engage in a series of form-led studies through coding. In addition — through wireframing, visual presentation, and discussion — you will engage in conceptual investigations about how to design and rethink editorial experiences in today’s evolving digital landscape. Along the way, you will learn not only the challenges that editorial web designers and digital storytellers in the industry face today. You will make work that probes how designers should continue to re-think and re-assert their practice, whatever the future brings.

## GRADE CALCULATION

- Timely completion of all assignments – 20%
- Midterm project – completion, process, product – 10%
- Final project – completion, process, product – 10%
- Timely attendance & participation – 20%
- Quality of work & understanding of concepts – 20%
- Effort & growth over the semester – 20%

## GRADING CRITERIA

- F – Frequently late and/or absent. Insufficient participation. Shows little to no accomplishment in class skill-sets and core concepts.
- D – Occasional lateness and more than one unexcused absence. Demonstrates an under-developed sense of class skill-sets and core concepts.
- C – Occasional lateness. Demonstrates the basic, obligatory proficiency in class skill-sets and understanding of core concepts.

Fails to take risks. Does not initiate participation in class discussions.

- B – Always present. Work is in on time. Demonstrates a solid proficiency in class skill-sets, pays attention to detail, and proves an understanding of core concepts. Delivers thoughtful work and quality formal design. Takes risks. Makes interesting contributions to the class discussions.
- A – Always present. Work is in on time. Demonstrates excellence in class skill-sets, pays impressive attention to detail, and shows an in-depth understanding of core concepts. Delivers intelligent work and high-quality formal design. Takes risks and finds solutions. Helps to lead and facilitate class discussions.

## CLASS POLICIES

- Lateness and absence will affect your grade. All absences without a note from the doctor or the equivalent will count as unexcused. Three absences of any kind will automatically count as an F.
- [RISD Academic Code of Conduct](#)
- [RISD Religion Policies](#)
- [RISD Disability Services/Policies](#)

## Readings

[Designing the Editorial Experience](#) by Sue Apfelbaum & Juliette Cezzar

## RECOMMENDED

[Guide to Journalism and Design](#) by Heather Chapman

[Designing News](#) by Francesco Franchi

[HTML5 for Web Designers](#) by Jeremy Keith

[CSS3 for Web Designers](#) by Dan Cederholm

