

COURSE DESCRIPTION

EDITORIAL DESIGN

Course title Editorial Design	Kursustitel Redaktionelt design
Exam code / Course code BK2ED--KME / F27BK2EDUV	Approved 28.04.26
Level and semester BA 4th semester	Field of study Communication Design
ECTS 12,5	Responsible Laila Grøn Truelsen
Exam form Semester exam Combination exam: Oral defence and design product	Assessment 7-point grading scale The exam is an overall evaluation of the presented design product and the oral defence
Censor External	Extent/duration of exam The duration of the total semester exam is 60 minutes: 20 minutes for the student's presentation 20 minutes for discussion 20 minutes for deliberation and announcement
Group exam It is not possible to take the semester exam as a group exam.	Prerequisite As a mandatory prerequisite for participation in the exam, the student must deliver a learning portfolio for the semester before a deadline set by the study administration. The learning portfolio is not part of the exam. Exchange students are exempt, and do not need to hand in a learning portfolio to participate in the exam.

COURSE DESCRIPTION

EDITORIAL DESIGN

Course objective

Editorial design focuses on the design systems used to tell stories through magazines, books, newspapers, and similar publications. Editorial design communicates a clear relationship between sender and audience, with the message at its core. The design system, or editorial design, is built upon the attitudes, philosophy, and values that the publication seeks to communicate.

The core principle of editorial design is to “give form to content.” The content consists of the stories, ideas, and narratives that a publication shares with its audience, such as articles, photographs, illustrations, interviews, and more. The form created through editorial design is the visual system through which this content is presented. Editorial design encompasses both print and digital media and serves as a bridge between these two domains.

Editorial design is rooted in brand and values plus content, connecting them through form, which is expressed through layout, typography, colour, and imagery (photography and/or illustration). Together, these elements create a cohesive whole that communicates both the content and the brand simultaneously, enabling users to understand who is sharing the story with them. Key considerations include readability, intuitive navigation, and overall usability. Particular emphasis is also placed on creating a distinctive personality within the editorial design that reflects how a brand wishes to be perceived and/or is already perceived.

The course provides students with insight into how editorial designers shape products such as magazines, newspapers, and websites based on a brand's core identity and subsequently develop design systems that align with the brand's values and philosophy.

The course introduces selected aspects of editorial design, with a focus on how layout, typography, colour, and imagery can be combined into a cohesive whole.

Learning outcome

At the examination, the student is expected to:

Knowledge:

- *have knowledge of methods for creating editorial design solutions in which layout, typography, colour, and imagery are aligned with both the content and the brand*
- *have knowledge of how editorial design creates forms and systems for presenting content that are tailored to the sender, message, audience, and consequently the chosen medium*

Skills:

- *be able to work with editorial design in which brand and values plus content are integrated into a cohesive whole*
- *be able to create a design system that can effectively communicate relevant stories and narratives for magazines, newspapers, websites, and similar media*

COURSE DESCRIPTION

EDITORIAL DESIGN

- *be able to use relevant software for image editing (pixel-based), vector graphics, and layout, as well as preparing content for digital media in a productive interplay*
- *be able to create high-fidelity prototypes, drawing on knowledge and techniques developed through the bookbinding workshop*

Competences:

- *be able to develop and work with an appropriate editorial design system tailored to the brand, medium, etc.*
- *be able to reflect on and evaluate their own design decisions and editorial design systems in relation to brand, content, message, context, medium, sender, and audience*
- *be able to integrate knowledge of visual language, visual elements, form, colour, typography, layout, illustration, campaign design, frontend design, and editorial design with strong conceptual thinking and high aesthetic quality*

Generic learning outcome

In addition to the above-mentioned course-specific learning outcomes, the student is also expected to:

- *be able to present own research and project through an oral and visual presentation, that both explains what, why and how, and contains a reflection on the process and the concrete learning along the way*
- *be able to translate design experiments – regardless of the outcome – into learning and development of their own design practice*