



Bridging the Brick Divide: Graphic Design and Writing Collaboration in Undergraduate Student Magazine Production

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ABSTRACT

In graphic design, students often create products in which content plays a secondary role to visual aesthetics. Meanwhile, creative writing students focus on literary content, generally to the exclusion of other aesthetic considerations. The undergraduate student literary magazine is an opportunity for graphic design and creative writing students to enhance (what ideally should be) complementary skill sets.

In this presentation, a graphic design professor and writing professor, based on practical experience, will examine best practices for collaboration between art and writing departments in undergraduate student magazine production. Using comics theory as a theoretical framework, we will examine how interactions between word and image encourage metacognition. We will also outline practical considerations for collaboration within an academic environment, such as budget, mentorship, and production schedules.