

Project 3M: Publication > Magazine (revised: 05.12.05)

Many kinds of magazine rely on a VISUAL JOURNALISM which is created out of interaction between writer, photographer, editor and designer, such that in certain circumstances the responsibility of the magazine designer is raised to that of writer and instigator, not mere interpreter, so creating the new role of DESIGNER-JOURNALIST.

— William Owen, *Modern Magazine Design* (Rizzoli, New York, NY 1991).

ASSIGNMENT

Design a prototype for a new magazine. Form a TEAM of 2-3 students. Design and produce a Cover, a Table of Contents and a two-page Feature Spread.

Pages must measure 7.75 x 10.25 inches. No exceptions. This allows bleed areas to print on 8.5 x 11 inch paper, and allows two-page spreads to fit comfortably on a 20 x 16 inch piece of black board. For mounting instructions, consult the corresponding mounting diagram. Pages will include story teasers, summaries and/ or contents — stories that your team wrote (or pretended to write — see *Greeking*, below), illustrated (with properly credited images) and designed (laid-out).

Board 1: will contain a Front Cover on the **left** and a Table of Contents (TOC) page on the **right**.

Board 2: will contain the opening two-page spread for a Feature Article, a verso page on the **left**, a recto page on the **right**.

TYPE

Use of typefaces is open; however, using more than two is not recommended. Instead, use different styles and weights within one or two typeface families, to create order and variety.

Greeking: You may use greeking (“fake” or “dummy” text) instead of real text, throughout this project. But headlines, standing heads, subheads, bylines, photo credits, folios, pull quotes, etc. — anything other than text — should be real.

IMAGES

Use of images is open; however, “borrowed” images (not created by a student) must be high quality, and include a credit line.

COLOR

Use of color is open; however, this is a four color process project. All files must be saved in CMYK color mode.

BORDERS, MARGINS

Pages must have text margins of (at least) 1/2 inch, all four sides. Permanent text elements (ex: tab text, folios) must have margins of (at least) 1/4 inch. **Bleeds are allowed.**

PURPOSE

This project affords students with opportunities to: (1.) consider how design conveys meaning; (2.) employ design principles as tools of persuasion, navigation, and narration; (3.) select appropriate typefaces, styles, images, and image processes for use; (4.) demonstrate appropriate utilization of space; (5.) cre-

ate effective image/ text combinations; (6.) create a **grid** that can be employed repeatedly; enables the designer to provide visual continuity; and allows for a significant degree of design flexibility; (7.) author and (re)present — by means of visual design — issues and ideas; (8.) explore and expand technical and aesthetic abilities; (9.) produce representative materials for presentation in a professional environment; (10.) manage a basic design assignment and learn to meet deadlines; and (11.) learn to work effectively as part of a team.

GRADING

You will be evaluated according to: (1.) selection/ use of type and image; (2.) creation/ use of a page grid; (3.) creation/ use of design elements and other strategies to assist a reader in accessing information; (4.) overall schematic/ creative ability; (5.) effectiveness in attracting/ maintaining attention; (6.) readability and legibility of text and images; (7.) overall craft and technique; and (8.) professionalism.

Note: Sloppy presentation, typographical errors and/ or not following instructions will incur significant point deductions.

FURTHER REQUIREMENTS

Front Cover: logo/ nameplate, tag line, headline, cover art, cover blurbs (3), date, bar code, and price (USA and Canada).

Table of Contents (TOC): mini logo/ nameplate, tag line, date, volume number, issue number, contents list (each item in the contents list must include: title, caption and page #), and cover art credit line.

Feature Article: headline, subhead(s) (or a standing head), byline, initial cap, art or photos, art or photo credit lines, text (in columns), pull quote, folio, and evidence of the consistent use of a grid (an invisible, structural design component)

SUBMISSION GUIDELINES

1. Center and mount each pair of pages — with a 1/8 inch gutter between pages — on a 20 x 16 inch sheet of black board. Attach a tracing paper overlay to each board.
2. Type, on one sheet of TEAM letterhead (8.5 x 11 inches), designed by your TEAM, a double spaced letter of explanation. Check spelling, grammar, punctuation, etc. All members of the TEAM should sign the letter, after someone prints it.
3. Place the letter in a pocket folder. Place a TEAM business card in the folder’s business card slot.
4. Place the folder and design boards together in one portfolio case — belonging to any team member. Be sure a personal business card is still attached to the portfolio case (upper flap, lower right corner). Design a TEAM business card and attach it to the top of the portfolio case (upper flap, lower **left** corner).

Note: Additional guidelines may be available elsewhere, along with further mounting instructions or diagrams; ask your TA or the instructor.