

Project No. 1

Goal: Develop your ability to think conceptually, create imagery, communicate with type, and create layouts for editorial design.

Definition of Project: Design a cohesive identity, structure and feature article for a magazine. You will be given three options for this assignment. You are to choose 1, 2, or 3 below and do the following:

PART A:

- Name the magazine
- Design a masthead and cover

PART B:

- Design a table of contents page
- Name and design 3 regularly-featured columns or departments

PART C:

- Write a title and design three spreads for the feature article that is provided.

PART D:

- Create a PDF of your magazine that contains links and bookmarks on the table of content page to corresponding pages in the pdf.

Parts A, B and C are worth 100 points; Part D is worth 50 points **Text for each article can be found by logging on to: <http://jimgodfreydesign.com/> and finding the “ART 3410 link on the righthand side of the page.”**

Option 1

Magazine

Editorial focus: Total well-being for women. Inspires readers to live happier and healthier with articles and advice in the areas of health, fitness, finance, mental and spiritual balance.

Target audience: female, 24–55 who are college educated and concerned about leading full, productive, happy lives. Articles may cover exercise techniques, healthy eating advice and recipes, beauty tips and current news related specifically to women.

Article: *Mother Superior?*

Summary: The disadvantages of growing up with Martha Stewart as your mom could easily have outweighed the advantages. But daughter Alexis managed it with aplomb.

Option 2

Magazine

Editorial focus: digital entertainment, current advancements in technology relative to music players, computers, dvd players, etc.

Target audience: male/female, 34-55. They watch television and movies, listen to music, play video games and use the internet for entertainment purposes. These people possess current media to engage in these activities and want to stay up on what is happening in all aspects of entertainment.

Article: *Blood Types*

Summary: The vampire—that bloodsucking defiler of the innocent—remains a powerful cultural archetype more than 100 years after Bram Stoker’s *Dracula* first delivered an ancient Eastern European superstition to a global audience in 1897. Vampire sightings occur every few minutes in today’s media, with dozens of new movies, TV shows, books, blogs and websites devoted to the children of the night. We have cereal-trademark vampires and teen vampires and martial arts vampires and private investigator vampires. What gives? Beyond that endlessly appealing forbidden sex and death thing?

Option 3

Editorial focus: The news affecting national business and economy today. Topics range from reports of national issues to international business news and new releases in the arts and technology. Provides a national perspective on the most important topics and helps readers stay informed.

Target audience: female/male, 34–64. Written for top business executives, leaders and political figures worldwide.

Articles may include national disasters, elections, business and the arts.

Article: *Text Messages: Digital Lipstick on the Collar*

Summary: There is a question that has crossed the mind recently of anyone who has sent a cellphone text message while cheating on a spouse: What was I thinking? Text messages are the new lipstick on the collar, the mislaid credit card bill. Instantaneous and seemingly casual, they can be confirmation of a clandestine affair, a record of the not-so-discreet who sometimes forget that everything digital leaves a footprint.

Process

- 1 Brainstorm ideas for the name of your magazine. Shorter words seem to work better. You also want the name of the magazine to be memorable, have positive associations and relate to the editorial philosophy of the magazine. Words that have more than one meaning, broad meaning, or are slightly ambiguous are good candidates to create something unique and memorable.
- 2 Choose 1–2 of the names and generate 40–50 thumbnails of ideas for the masthead for each name. Choose 5 and create roughs. Think about typefaces that you may use to execute your masthead. Bring the thumbnails and roughs to class. We will critique the roughs.
- 3 Based on your critique revise your idea for the masthead and then create it using the computer. Print out a black and white layout and bring it to class for a critique.
- 4 Based on your critique, modify the masthead. Print out a black and white version of the masthead and mount it on 10 x 10 black matteboard with 2 inches of black around your printout. This will be graded as your final for this portion of the project.
- 5 Brainstorm ideas for the names of three regularly featured columns for your magazine. Do some research to find text and images that you could use for each column. Create thumbnails and then roughs for the layout of the column. You might consider typography and imagery that will indicate that this is a regular part of the magazine. Also consider grid structure and how you can create a layout that provides continuity to the magazine, but also gives you some flexibility. Bring in your roughs for a critique.
- 6 Revise your design for the column based on your critique. Printout a black and white comp and bring it to class for a critique.
- 7 Design the table of contents page for your magazine. Include the names of the three columns you created in step 3. You may find that you need to create names for 2–3 more to aid in the design. You also need to come up with as 3–4 titles and summaries of articles besides the feature article provided to you. Create some roughs, using the grid structure you created for the column. Then execute your roughs. Bring a black and white printout for a critique.
- 8 Generate ideas for the name of your feature article. Create 30–40 thumbnails of ideas for the spreads for the feature article. Revise and refine 5 of your ideas for the spreads. Bring roughs for cover and spreads for a critique. Think about the cover you presented earlier, does it need to be revised based on your ideas for the feature article?
- 9 After your critique, get on the computer and recreate one of your ideas. Print out a black and white comp of the cover and spreads and bring to class for a critique.
- 10 Revise your design and print out a final version of everything: cover, table of contents, columns, and two spreads for the feature article. Mount them on black matteboard and bring to class to turn it in to be graded.
- 11 Brainstorm ideas for your cover. It should be an image that relates to your feature article, but should not be the exact same image you used for your introductory spread. What can you do that is similar, yet unique and stands comfortably by itself?

Project 1

Cover

- Name the magazine
- Design masthead
- Include month and year of issue
- Create your own image
- Add display text about the feature article. **Optional:** Display text for 1–3 other articles in the magazine (you decide the articles)

Table of Contents

- Design layout and type of issue and masthead
- Create your own image about the feature article
- Add title text and summary text and page numbers for at least 3 departments. You may choose to include more departments, but you must come up with names, titles and summary text for them.
- Add title text and summary text and page numbers for at least three additional feature articles and, if needed, images to go with them. How many you choose to include is up to you.
- You may use images and text from other sources.

Column or Department

Column or Department

Column or Department

- Design 3 departments that regularly appear in your magazine.
- Name each column/department in a way that fits within the scope of your magazine.
- Design all layout and type
- You may use images and text from other sources.
- At least 400 words per page

Intro

Feature Spread

Feature Spread

- Design layout and type for three double-page spreads
- Use current title or come up with your own
- Article has been provided (see jimgodfreydesign.com/?page_id=8)
- Create your own imagery
- First spread focuses on imagery and title of article
- Remaining spreads contain the bulk of the body text for the article (please use all of the text from the article). Feel free to do research to glean more content that could be used to create a side bar.