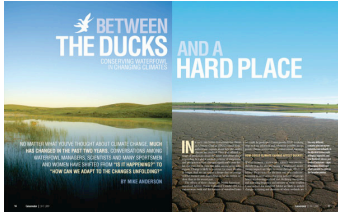


# IAT 102 Graphic Design



## Project 01: Magazine Layout Redesign

Choose an existing magazine-article of at least 4 pages. You will like to chose a magazine that you do not find well designed, so there is room for your improvement. Choose an article with a lot of text, as you want to learn something about typography, in this project.

You can choose from various magazine genres such as: business, fashion, culinary, sports and so on.

During project presentations, you will show the original magazine layout with grid structure as well as your re-design.

## For next week Sep 16<sup>th</sup> - 18<sup>th</sup>

- find a partner, work in **groups of two**.
- suggest **two magazines** and articles you want to work with (have a backup, in case for some reason your first suggestion does not work).
- chose **3 fonts** you will use for your layout. Think of a font-combination that will look good for titles, subtitles, and body text. Print samples of your fonts in the sizes you want to use.
- chose no more than **2 colours** you want to use for your layout (plus black and white, which are not colours). Print a sample-page containing both colours.
- write down a **one sentence-explanation** of what you think is bad about the current design. This sentence has to be an an objective critique of the current design (e.g. readability, hierarchies, does the form reflect the content) and must not contain subjective words like "appealing", "look better", etc.

## Rough timeline:

Week 3 (Sep 23<sup>rd</sup>-25<sup>th</sup>)

Make 3 hand sketches, make one template-page in InDesign

Week 4 (Sep 30<sup>th</sup>-Oct 2<sup>nd</sup>)

Complete design of the 4-page article in InDesign

Week 5 (Oct 7<sup>th</sup>-9<sup>th</sup>)

Final Presentation in labs

## Projects will be evaluated on:

1. Presentation (time 3min) discussion of the following:
  - a) How does your redesign improve on the original layout?
  - b) What design techniques did you apply?
2. The re-designed magazine layout

## FINAL PROJECT DUE:

Oct 5<sup>th</sup> (in lecture)