

The Assignment

In this project, you will design a magazine article of 4 pages (=2 page spreads). Your article has to contain at least 1000 words and three images.

For week 9

Due March 2nd-4th

individual work on the same topic

To do immediately (NOW):

1. We will assign you a partner, you will work in **groups of two**.

Exchange contact information NOW.

2. **Together:** Come up with an existing or fictional magazine, and the topic of an article. Discuss and decide on your topic NOW. Identify your target audience (gender, age-group, interests, etc.) Write down (keywords) and bring to the next lab.

To do over the Olympic break:

3. **Individually:** Choose **three combinations of 3 fonts** you will use for your layout. Think of font-combinations that will look good for titles, subtitles, and body text. Print samples of your font-combinations in the sizes you want to use. Fonts that go well for body-text are simple, readable fonts like:

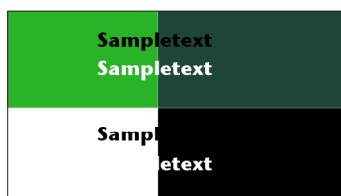
- Arial, Tarzana Narrow, Myriad, The Sans, Helvetica, Century Gothic, etc. etc.
- Arno, Minion Pro, Chaparral Pro, Times, Garamond, etc. etc.

4. **Individually:** Choose a **colour palette** you want to use for your layout. Print a sample-page containing patches of all your colours.

5. **Individually:** Look for High-resolution (>2MP, 1600x1200pixels) **images** that go well with your content, your target audience, and your colour scheme. Use Flickr.com, or the "Larger Than"-option on Google Image Search. Print all images on 1 page, and bring for feedback.

Bring for feedback, in week 9:

- choose magazine, topic, target audience
- 3 font combinations each
- a colour palette each
- 5 images each



Further timeline:

Week 10 (Due March 9th - 11th)

individual work on the same topic

Individually: Make 3 hand sketches of your page spread. Be very precise about title and subtitle font sizes, margins, column, gutter widths, proportions between text and image / text and whitespace

Individually: make one pagespread-template in InDesign: define your page margins, your column-grid, your fonts and colours. The spread should contain all the necessary elements of your layout. Print and bring for feedback.

Week 11 (Due March 16th-18th): Draft feedback

collaborative work on ONE design

Now you will need to take the feedback you've already received and refine your designs. The idea here is to take the ideas from both partners and decide which elements to keep, which to refine, and which to eliminate.

Together: Complete the design of the 4-page article in InDesign. Print on tabloid-size paper and bring for feedback. Use blind text (lorem ipsum) for your body text. Use real text for titles and subtitles, to give us an idea of your content.

Week 12 (Due March 22nd-25th): Final Presentation in lecture and labs

Project will be presented **IN LECTURE**. Be ready on Monday!

**Your final deliverables
in Labs, March 23^d-25th**

- Your final magazine spreads
(printed on tabloid paper, 11"x17", i.e. 2 pages on 1 sheet)
- Presentation in ONE powerpoint file.
This ppt MUST contain all the other files you are presenting.

Have Fun!