

The Assignment

In this project, you will design a magazine article of 4 pages (=2 page spreads). Your article has to contain a mix of images, text, headings, subheadings and captions.

Due week 09

Instructions:

1. You will work with a different partner than you did in the logo design. You will work in **groups of two**. The instructor reserves the right to assign partners in special cases.

Exchange contact information NOW.

2. Draft 01 (Lab week 7):

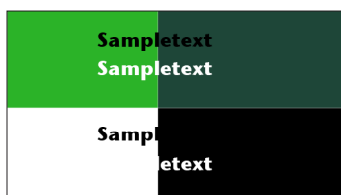
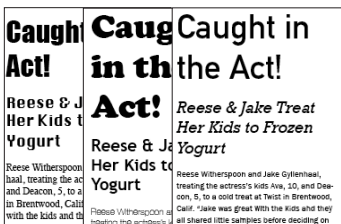
Summary: Come up with an existing or fictional magazine, and the topic of an article (examples include car magazines, fashion, architecture, pop music, gardening etc.). Identify your target audience (gender, age-group, interests, etc.) Write down synopsis and bring it to the next lab.

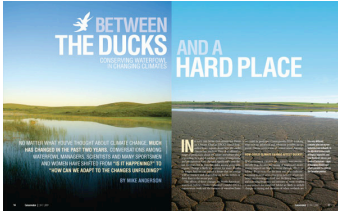
Select fonts: Chose **three combinations of 3 fonts** you will use for your layout. Think of font-combinations that will look good for titles, subtitles, and body text. Print samples of your font-combinations in the sizes you want to use. You will select one of these font combinations for your final magazine layout.

Select colour palette: Choose a colour palette you want to use for your layout. Print a sample-page containing patches/swatches of all your colours. Consider colouring the header, body text, captions, text box etc.)

Find images: Find 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. Images must be high resolution.

Sketch out rough layout: Sketch out a rough layout for your magazine spread. Consider placement of images, text, headings and your grid design.





2. Draft 02 (due week 8):

InDesign layout: Layout should be completed and printed in colour for feedback in week 8 lab. Grid should be visible.

Your final deliverables in class week 09.

presented **in class**. Be ready!

- 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.
- Presentations are a maximum of five minutes.

Presentation-criteria (5 points)

- talk loud and clear, face the audience
- keep your presentation time at 3 minutes
- Present using a single, well constructed Powerpoint presentation
- explain your design process, and the strengths and connotations of your design
- use design language (No "It looks good", or "It's appealing" - try "It uses a consistent visual language" or "with our aesthetic choices we address the target audience" instead)

Design criteria (15 points)

- Creativity
- Layout Design (Use of grid, balance, hierarchy, etc.)
- Selection of fonts (appropriateness, connotation, mix)
- Appropriateness (How does your design embody the connotations and goals of the summary)
- Consistency (Choices of font, colour, graphic elements: how consistent are they throughout across design)