

Final Project: Part One – Magazine Cover Design

ASSIGNMENT

Create a new nameplate and cover design for an existing magazine.

MAGAZINE CHOICES

- Game Informer
- Travel & Leisure
- Health and Beauty

SIZE:

Full color 8" x 10" design printed on letter size paper and mounted to 8.5" x 11" index stock.

METHOD

1. Choose one of three magazines provided. Look at examples of the existing magazine design, along with other magazines. Design a new nameplate that is a obviously different and fresh look for the magazine. Do not make it too similar to the current look and style.
2. Find an appropriate image for use on the cover design. Find a high-resolution image from internet. Combine the nameplate and image. Make sure your resolution is at least 240 ppi. at the final size.
3. Set the type for the headings and finish the design in InDesign.
4. Print the design on the color printer and mount to index stock.

REQUIREMENTS

- Nameplate must be very prominent at the top of the magazine cover. Also, include the subhead as part of nameplate.
- The dominant photo must bleed off of all four sides of the design. It may need to be cropped to make this happen.
- You must include **all** of the headings provided.
- You must include the provided UPC code in the bottom corner of the design.
- Include the current month and year date line, along with a web address at the top of the cover.

THINK ABOUT

- The cover should jump out at the potential reader. It must compete with many other titles on the rack.
- Give the design more depth, unity and interest by overlapping a small portion of the main photo over the nameplate. This will require that you separate the subject from the background on the photo.
- You may need to color correct, crop or retouch the photo slightly to make it work for your design.
- The headings should serve to draw the potential reader into the inside of the magazine. Make them bold and punchy. This is not the place to be subtle, but make sure they do not compete for attention with the nameplate.
- Nameplate colors may need to be adjusted after combining with the photo, depending on the colors in the photo. Make sure you have good value contrast!

GRADING

50 points – nameplate design

100 points – cover layout, image and use of type and color

Final Project: Part Two – Feature Story Spreads

OBJECTIVE:

Create an interesting and visually engaging magazine layout for a feature article utilizing the text provided. The layout will be comprised of **two spreads** – the first will be an introduction and the second will be a continuation of the article. Both spreads must visually relate to each other in style, color, composition, etc.,. Find appropriate images to support the text. Try to make the layout look like professionally designed magazine spreads. Strive to integrate type and photos into a harmonious whole. Create obvious hierarchy of information within the layout.

METHOD:

1. Look at good examples of magazine editorial designs to get ideas of what professional quality magazine layouts look like. Visit *magazinedesigning.com* for resources on how to design magazine spreads.
2. Download the resources from the website. Read the copy before starting to design so that you know what the article is about. Locate high-resolution images on the web to support the copy visually. Gather more than you think you will need to give you options while laying out the spreads.
3. Create some thumbnails sketches to begin developing a composition. Look for parts of the copy that could be used to enhanced the design visually. Look for heads, subheads, and pulled quotes. Be creative. Try several different ways to achieve a balanced and interesting composition. Try using different images.
4. Once you have a plan for creating the look of your layout, create the composition in Indesign.
5. When you have completed your layout, print them out on **Tabloid** size paper (17 x 11) on the color laser printer. Mount your design on the index 17 x 11 index stock provided. Make sure to put a 1 pt. rule around the design if using a white background. **The edge of the page should be indicated.**

REQUIREMENTS:

- Two spreads – **16 x 10** in full color.
- You must use the entire amount of copy provided in your layout, and it must all be legible.
- There must be a dominate element in the design – either a photo or headline or both.
- The headline must be obvious and the most prominent type on the page.
- There must be an obvious hierarchy of emphasis within the headline.
- You must include a pulled quote from the copy.
- A drop cap must be used on one of the spreads.
- A deck must be included on the first spread to promote reading the article.
- You may use type and letters as a design element.
- Simple shapes or rules must be used to help organize the information.
- There must be an apparent grid system used to organize the layout and to provide consistency.

THINK ABOUT:

- Pay close attention to the details of your type – leading, margins, alignment, etc.
- Use your type in a consistent manner – type styles, spacing, column width, etc.
- Create an obvious emphasis or hierarchy in the design. What do you want the viewer to see first, second, and so on? What is the most important information on the layout? Make sure the headline has **IMPACT!**
- Remember that contrast is important to legibility and visual interest.
- Remember all of the type features that we have discussed in class this semester, such as alignment, kerning, tracking, etc. Also, avoid the type problems discussed in class.
- You could set your type in a shape other than rectangular.
- Keep your type legible, but give it style. Make it work with the images
- Use color effectively in the design.

GRADING: 200 points – 100 points for each spread