

# DESN 130 - TYPOGRAPHY

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## Final Project: Magazine Spread Project

### 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, or use only type to make the design interesting. Try to make the layout look like a professionally designed magazine spread. Strive to integrate type and photos into a harmonious whole. Create an 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](http://magazinedesigning.com)* for resources on how to design magazine spreads.
2. Download the copy from the website. Read the copy before starting to design so that you know what the copy is about. Locate high-resolution images on the web to support the copy visually, if necessary. You could need at least three images – maybe more, depending on the design concept.
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 it 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. **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.
- The headline must include one obvious and appropriate swash or ligature.
- You must include captions for at least two of the images.
- You must include a pulled quote from the copy.
- A drop cap must be used on the spread.
- A deck must be included on the page 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, type modification, 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

We will critique these projects as a class. Your attendance for this function is mandatory. Failure to be present with your finished project will result in a 25% grade reduction.