PROJECT 2 : MAGAZINE DESIGN

Our second project requires you to re-purpose your Picture Story as two magazine spreads (four pages total). The primary objective is for you to internalize the typographic and design theory and master the computer skills that will work on in lectures and labs by using them to produce a print design.

THE ASSIGNMENT

1. Using Adobe InDesign, add images and text to create two two-page magazine spreads that effectively communicate your picture story. The contents will include photographs, your verbal story, byline/credit line, captions, and display type (headline, deck, etc.). You already created most of these elements for your Picture Story assignment, but you may want to adjust/refine some of them.

2. Export your InDesign spreads as two JPEG files and post them as a gallery to your C226 Website using WordPress. Include a short text introduction, summarizing the story (a "blurb").

3. Create a packaged folder that will include your InDesign files, a PDF of your spreads, and all your links (image files). Compress this folder, and submit it as a file attachment on Canvas.

4. Write a reflection essay that analyzes and explains your design and describes your learning process, as we did on the first two projects.

Think of this assignment as a learning experience—not a test. Seek help if you are having problems. Use handouts and the resources available on Canvas.

SUGGESTED PROCESS/STIPULATIONS

I have created a four-page template file for you to use that already has a grid and styles for the story text and captions. (You may change any of these if you so desire.)

1. Download the C226 Magazine material from Canvas (in Files > Course Material AND in Files > Assignments).

**2.** Create a project folder add your asssets. Drag

NOTE > A Web-based photo gallery is a different format from a magazine spread. If you use all the photos from your slideshow, your spreads will feel too cramped.

GUIDELINE > Each photo should be large enough so viewers can read its information.

the folder of *high-resolution* photos from the Picture Story into this folder. You don't have to use only images you selected for your gallery — choose outtakes if they make for a better design.

3. Edit your photographs using Bridge. Narrow the pictures down to just the ones necessary to communicate your story. Five to seven photos should be plenty.

4. Arrange the photos in a narrative sequence, and choose one for the dominate image on each spread — especially the first. Create groupings.
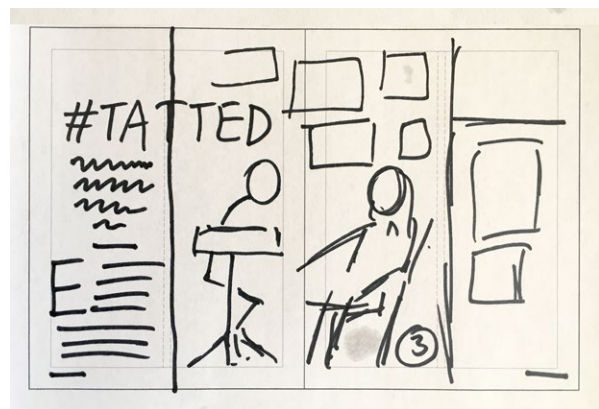
5. Draw *thumbnail sketches* of several possible arrangements. Choose the best thumbnail and refine it into a larger rough. This lets you separate your designing from your computer production.

6. Launch InDesign and open the template file to begin your layout. It will be four pages, as spreads, and your pages will start on pg. 26 of our fitional magazine. The template is a three-column grid, but you can change this by going to Layout > Margins and Columns.

7. Save the file to your project folder and work there.

8. In InDesign, import, crop and size, and position the photos.

9.Import and position your story. Set up a story flow and jump as necessary.

NOTE > You do not have to include all the text in your story. Use what fits your design, then add a continued line to a hypothetical page farther back in the magazine. You can also repeat text.

10. Position the captions on the page.

NOTE > Every photograph should have a caption. Two or three can be combined if that helps your design, and it is clear to the reader which caption corresponds to which image.

11. Re-purpose or rewrite your Picture Story headline into two parts: a display-type head to grab attention, and a deck to convey content.

12. You can use the template for your smaller text for smaller text elements, like body copy and captions, or make your own via InDesign's Paragraph Styles. Design your display typography — your headline — and consider opportunities to echo those styles elsewhere in your design.

13. While not required, you may add color blocks and other typographic or graphic elements to help create an appropriate visual personality. However, **DO NOT** set the body text in color—use only black. (Reverse type on an opening spread is acceptable, as long as it is readable.)

14. Use the principles of design to help you evaluate and refine your project.

THREE SUGGESTIONS

1. Emphasis
Make sure you have a *center of visual impact* for each spread. One element on each spread should be big or striking enough to catch the reader's eye. Typically this is a photo that dominates the spread, and/or a large display headline.

2. Unity
Strive for consistency. Use *no more than three typeface families*. Use InDesign's Paragraph Styles for typographic consistency. Make the

style for all rule lines and boxes the same. Keep margins, gutters and other spacing consistent. Use the photos' directional forces to point into the spreads, not off the page.

3. Grid
Use a grid to *arrange your elements*. Align the type and photographs with the guidelines. Do not let elements slop into the gutters or margins. The grid allows you to carefully control and maintain consistent internal spacing and alignment.

GENERAL GRADING CRITERIA

1. Overall
Did you fulfill the assignment by
• Creating two magazine spreads (four pages)
• Exporting them as JPEG images
• Posting them to our website
• Adding a blurb to your post
• Putting your zipped project folder on Canvas
• Writing a self-analysis essay?

2. Layout
Are your spreads dramatic and eye-catching, with smooth flow of story text and clear use of a grid?

3. Typography
Does your design observe the standards we outlined regarding typography, including legibility and readability, clarity, simplicity, unity and variety, and appropriateness?

4. Imagery
Does your design include well-chosen and effectively scaled photographs, and avoid unnnecessary repetition? Does it include orginal visual elements and creative display type?

5. Unity
Do your pages feel visually connected as a single article?

6. Written component
Does your reflection essay honestly evaluate your project and learning process, identifying ways to improve? Is it written clearly and correctly?

GRADING RUBRIC FOR MAGAZINE DESIGN

LAYOUT: 25 points
• Does your opening spread feature the dramatic and compelling play of a strong and appropriate lead image, well-placed and well-scaled display type that is readable with good contrast, and minimal (or even no) story start?
• Does the second spread include a number of secondary images, with a clear CVI and/or effective grouping of visual content, with text flowing smoothly through the pages?
• Does the design overall follow a clear grid, with consistent and thoughtful spacing between elements?

TYPOGRAPHY: 25 points
• Does your magazine design present effectively contrasting and appropriate type choices, within the three-face maximum, and consistent in application of styles for such elements as headlines/display, body text, captions and folios?
• Is the type readable and well-scaled, with clear hierarchy, with body copy set as a 9-to-11-point serif, with first-line indents?

IMAGERY: 25 points
• Does your magazine design present well-chosen, representative images, effectively cropped and scaled, without being stretched?
• Does the layout avoid unnecessary duplication of visual content?
• Does the design include inventive, first-level visuals, such as drawn elements, color boxes, sidebar graphics or creative display type?

UNITY: 25 points
• Does your design provide a strong connection between its opening and second spreads through color, typography, graphical elements?
• Analysis should be thorough and thoughtful, and honestly evaluate your project and your learning process, identifying ways to improve;
• Analysis should explain your creative decisions, including your choices related to visual focus, image selection, typographic choice, color and overall tone;
• Written in clear, correct English (grammar, spelling and punctuation).