Typography 2

Project 3

Project Title The Magazine

Project Description For this project the class will be divided into a series of groups with the goal of working together to execute a magazine with both print and interactive versions.

1. Team Up
Your groups will be chosen by the instructor. Once the groups are formed each group will decide on the topic of the publication and each member's role/position within the group. In previous semesters some groups made appointed positions like Assistant Art Director, Photo Editor, Copy Editor, Production Manager, etc.; While in other groups positions were based on specific jobs within the group like Permissions Manager and Content Manager. Note: every group will need to have a production manager it would be wise to select a person who has taken or is currently enrolled in Graphic Techniques.

2. Research & Budget Development
Research publication design. Start with your favorite magazine and continue with publications that cover the topic your group is interested in.

After which you will need to develop a budget for producing the magazine. Keep in mind that the budget should include purchasing imagery, printing, and paper among other things.

This project was designed so that each group had to prepare their final files for output with a professional print vendor. Opting to have a print vendor produce the project can be costly. It is advised to speak to several vendors prior to submitting the final files to obtain estimates. Ask for a detailed estimate, as some things they charge for you can do separately for little to no additional charge. If you are working on a limited budget, try to plan ahead. Waiting until the last minute may result in higher fees or the unavailability of faculty and staff for assisting in the completion of project.

3. Develop a Concept
Determine what the magazine will be about. The themes can be general *(Washingtonian)* or very specific *(Food & Wine)*.

Determine who the audience is in terms of gender, age, interests, income, and culture. Write a summary for the process book. Be as specific as possible.

Develop three ideas for names for the magazine that are relevant to your category, content, and audience.

Begin rough thumbnails for a Magazine Flag/Nameplate with the selected name. The flag design needs to include:
- Volume/Issue numbers
- Quarterly date (e.g. Spring, 2014)

Define the color palette using a color relationship that is meaningful to the audience and concept.

4. Mood Board
Do more research on the type of design you would like to see in your group's magazine. The research can be design in general; do not limit yourself to magazine design.

Create a mood board that reflects your findings.

Present your mood board to your group; as a group reviewing each members board develop a group mood board that will represent the overall design goals for the magazine.

5. Develop the Content

Each member of the group is responsible for designing a feature story and at least one department. So there must be content for each. Depending on how the groups divide the task, content must be gathered and permissions must be granted from the owners of the content.

Feature vs. Department:
A feature is a full length story/article that normally expands two and more pages. A department is an reoccurring item that runs in a publication every issue or repeatedly throughout the year.

Research articles and seek permission to republish them in your magazine. If you state that you are a student and working on a project most companies will grant permission for free. Stay away from companies that require a fee to republish their articles. www.About.com and http://ezinearticles.com are some resources to try for free articles.

DO NOT TRY TO WRITE THE ARTICLES YOURSELF! This is a massive project with many parts to it, the focus is on concept, design, and production. Do not attempt adding to your workload by writing the entire magazine content. Note: It is a violation of copyright to scan and publish someone else's artwork or articles. This applies to both print and web publishing. Each group must show proof in the process book that all articles have permission for republishing by the author and/or publisher, and all imagery should have receipts of purchase from stock photography or proof that designer used their own photography. Failure to do this will result in individuals within the group or the entire group being in violation of the Academic Integrity & Academic Dishonesty policy outlined in the syllabus.

6. Develop a Grid, Select the Fonts, and Research Imagery

Refer to the book: *Grid Systems: Principals for Organizing Type by Kimberly Elam,* and other books about layout and grids. Keep in mind for different sections of the magazine there can be different grid designs.

Select an OpenType Typeface family that enhances the concept and is extremely legible. Selecting three typefaces that work well together is key. Consider using a serif, sans serif, and a decorative display font. Remember magazines should be designed to be READ! Make sure all group members have access to the typefaces selected.

Find images to purchase from an inexpensive stock house, shoot your own digital photography, and/or create the illustrations. Make sure the resolution is 300 dpi.

7. Design and Layout

Once all the content has been gathered, begin the design and produce the magazine. Remember each member of the group should be responsible for designing a feature story and at least one department. Don't forget about using white space to enhance the design.

8. Production

Remember that this is an excellent usage of Master pages, Paragraph styles, , drop caps, tabs, etc and make sure these techniques are in the InDesign document.

Decide how the print magazine will be publish. There are many self-publishing sites online like Blurb.com and Lulu.com, or sending the files to a local vendor that does digital printing is an option as well.

PROJECT GOALS

OBJECTIVES

- Learn how to work within a group environment where an overall look has been established, but still be able to display your own style.
- Continue to build upon skills and techniques and develop critical skills of kerning and leading.
- Use a Modular grid.
- Establish visual hierarchy within text.
- Use Paragraph and Character Style Sheets, Master pages, and Tabs, and continue to apply them appropriately in InDesign.
- Practice good typography skills by learning how to format text in a manner that doesn't have the common errors of a poor rag, rivers, good alignment, widows, orphans and awkward hyphenation.
- Continue to be aware of Type Crimes, while learning how to break the rules appropriately.

MAGAZINE CONTENT NECESSITIES:

- Masthead.
- Cover.
- Table of Contents.
- Folios.
- 1 Feature Story designed by each member of group.
- At least 1 department designed by each member of group.
- Imagery.
- Credits for articles (bylines) and images.
- Story end mark.

SPECS

- Quantity: 1 + the number of members in the group *(instructor will keep one copy but each member of group will need a copy as well; each group will only need to turn in one print copy)*.
- Page count: 24-36.
- Size: 2 different sizes *(one for print, one for screen)* should be determined by group members (s*preads with bleeds should fit on an 11x17)*. The interactive version should also be a size fitting to screen dimensions *(800 x 600, 1024 x 768, etc.)*
- Color: 4 color process.
- Bleeds: Full.
- File format: InDesign.
- Binding: TBD.
- Printing: Pages should be set up in imposition and printed out. If pages are not printed to a printer that has double-sided capabilities, the fronts and backs of pages should be glued together in order to give the presentational effect of an actual printed magazine.

Deliverables

The group will turn in the following, submitted in one Zip file:

Group Digital Process Book.
The following items should be included:

- • Research.
- • Grid(s).
- • Color schemes.
- • Type treatments.

Individual Digital Process Book.
The following items should be included:

- • Thumbnails.
- • Comps + Drafts.
- • Permissions.

InDesign Files.
The following items should be included:

- • Folder for each group member, with the member's name as the Folder's name.
- • Folder should contain packaged InDesign file.

PDFs.

- • Print version (with bleeds, crop marks, and page information).
- • Digital interactive version.

Please read the project rubric for details on point distribution prior to submitting final project and process book.

Magazine Color Mock up/Comp.
A print out of the final magazine in actual size, trimmed down with pages collated and bound.