

VAGD 243 : BASIC TYPOGRAPHY
PROJECT NO. 4: MAGAZINE REDESIGN

OBJECTIVES

- Design and implement a successful grid system that uses hierarchy, modularity, and typographic contrast to communicate a narrative theme.
- Develop an increased understanding of the essential role that structure and sequence play in multi-page design formats.
- Understand the importance of effective art direction during the design process.

REQUIREMENTS

1. Select an existing lifestyle magazine to re-design. The magazine should contain both text and image.
2. Gather as many issues of the magazine as possible.
3. You will be designing a new cover, table of contents, department and an eight page feature story. You will be using "greeked" copy rather than actual text. You are free to re-write headlines or subheads to communicate your idea if you choose. Any text or images you use must remain true to the original intent of the publication and appeal to the same target market.
4. Components of the magazine should include:
 - Cover:** include a masthead, a minimum of three cover lines, date, price, UPC.
 - Table of Contents:** 2 pages, full list of departments and features, masthead
 - Department:** 2 page department from existing magazine which should include headline, subhead, imagery, folios, running heads or sub heads, captions, call-outs, etc.
 - Feature:** 8 page feature article, topic of your choice. Content should include headline, subhead, byline, art credit, imagery, folios, running heads or sub heads, captions, call-outs, etc.

PROCESS

1. Explore multiple typographic directions for the publication masthead.
2. Outline the proposed grid. Generate grid samples showing the basic page composition in solid set type. Experiment with 2, 3, and 4 column grids, developing several compositions for each.
3. Make your typographic selections while paying close attention to point size, leading, letter-spacing and column width. Work to achieve proper hierarchy and typographic color.
4. Add imagery to the grid to visually communicate a narrative.
5. Present your final computer-generated comps as spreads and trimmed flush.

POSSIBLE POINTS: 200

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GRADING

Composition / 40

- Is a clear visual hierarchy articulated?
- Does the underlying structure (grid) of the magazine succeed?
- Can the reader easily access information in the magazine?
- Does the pacing, or sequence of the design work?

Art Direction / 40

- Is the imagery suitable for the magazine? Is it used creatively?
- Does the art further the concept or merely illustrate it?

Typography / 60

- Does the typographic design suggest a hierarchy of information?
- Are the fonts appropriate for the publication and its target market?
- Does the re-design make good use of typographic color?
- Are typographic nuances refined? (leading, size, kerning, etc)
- Does the typography add to the visual interest of the magazine?

Presentation / 40

- Is the visual presentation professional?
- Did the verbal presentation articulate the benefits of the re-design?

Other / 20

- Were all the requirements of the assignment met?
- Does the cover create interest in the magazine?

TOTAL POINTS: 200