

## ***Branding a Publication / In this first chapter of our publication experience we will be creating a brand for a new general interest magazine.***

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### TIMELINE OF HOMEWORK DUE

AUG 11 - Mood board & magazine names

AUG 18 - 5 Refined logotypes

AUG 25 - Refined final logotype

SEP 1 - Magazine cover

### **What is a Magazine**

Editorially speaking, magazines are a framework for a collection of stories that all follow the same deliberate order. There is a reason for the popular approach — it makes it easier for readers to process the information quickly and efficiently, and makes the kind of information they're looking for easy to find across any publication.

### **General Interest Magazine**

General interest titles are usually released monthly or bi-monthly, covering a range of topics in a mix of short articles (no more than 3-pages long) and feature stories (10–12 pages long) While these magazines are made to appeal to a wide range of interests, you will notice in the list below that they still have a very specific and pronounced audience. Please keep in mind that unlike books, which contain a finite set of information in a controlled, idealized setting, magazines (and their branding) are designed to be much more robust — a flexible system that can respond to ever-changing content.

### **Assignment**

In this assignment, you will create the logotype for a new general interest magazine. Consider what kind of topics are both of-interest to you and that would be compelling to a wide audience. A successful magazine is one that keeps a reader's interest issue to issue. You are to design a logotype that is visually distinct, and imbued with the values and nature of your magazine's editorial content and design direction.

### **Week 1 / Aug 11**

Please address the following:

1. What is the name of your magazine?  
PLEASE COME UP WITH 3 POSSIBLE NAMES.
2. Who is your magazine for?  
CONSIDER MALE/FEMALE, AGE RANGE, INCOME, EDUCATION
3. What is particular topic that your publication specializes in?
4. What existing publications might you take editorial and design inspiration from? VISIT FOODLAND AND THE BYUH LIBRARY AND BROWSE THE MAGAZINE SECTION. LOOK AT NEW AND OLD MAGAZINES. IT MIGHT BE WORTH A TRIP TO THE OTHER SIDE OF THE ISLAND TO FIND A WIDER SELECTION.
5. Create a mood board of 10 images (photography, design, wherever you find inspiration) that begin to speak to the visual look and feel of your publication. Don't worry about being too specific — this is meant to be a conceptual first step. Three of the images on your board should be type specimens of fonts that you might use for your logotype. CONSIDER HOW TYPE CHOICE COMPLEMENTS YOUR VISUALS.
6. Place all images on a single page and create a PDF to present to the class.

### **Week 2 / Aug 18**

You will present the following:

1. A final name for your magazine.
2. 5 refined logotypes, each with a color palette (at least 3 colors) derived from your mood board. PLEASE BE PREPARED TO DISCUSS YOUR COLOR CHOICES AND THE STORIES THEY TELL, AS WELL AS THE TYPEFACE(S) YOU PICKED, AND WHY YOU PICKED THEM. CONSIDER THE PHYSICAL CHARACTERISTICS OF YOUR CHOSEN TYPEFACE, ITS HISTORY/USAGE, ETC.
3. A summary/mission statement of your publication, its content and audience.

### **Week 3 / Aug 25**

You will present the following digitally:

1. Your final logotype in black & white
  2. Your final logotype in color
  3. Your final logotype mocked-up on a cover, printed out in color and trimmed. YOUR DOCUMENT SIZE SHOULD BE 8.375" X 10.875". PICK A COMPELLING IMAGE FOR THE COVER THAT WILL COMPLEMENT YOUR LOGOTYPE.
- Also
4. Final mission statement printed for you to read.
  5. A printed business card for you at your magazine.  
YOUR TITLE IS DESIGN DIRECTOR.

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### **Some general interest titles:**

*Atlantic Monthly*

*Cosmopolitan*

*Esquire*

*The Evening Standard*

*Good Housekeeping*

*GQ*

*Harper's Bazaar*

*Harper's Magazine*

*The Nation*

*National Geographic*

*The New Yorker*

*New York Magazine*

*NY Times Magazine*

*Paper*

*Reader's Digest*

*Redbook*

*Salon*

*Vanity Fair*

*Washington Post Magazine*

### **Historical Examples:**

*Life Magazine*

*Look Magazine*