

## ***Designing a Publication / Magazines are designed as flexible systems that can house content that changes issue to issue in the same recognizable format. We will be designing the magazine that we branded.***

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### **Magazine flow & structure**

#### 1. COVER

The cover is what entices readers to pick up the magazine. It contains an appealing photo or illustration, cover lines, and rooflines that give a preview of what the reader will find in an issue.

#### 2. TABLE OF CONTENTS

Also known as the "TOC." It captures the personality and character of the publication. Readers turn to it like a restaurant menu to see if there are pages or articles that might pique their interest.

#### 3. MASTHEAD

The nameplate of the magazine's staff, the Masthead is a recognition page like movie credits seen at the end of a film.

#### 4. EDITOR'S LETTER

Written by the chief editor, the Editor's Letter usually covers his or her thoughts on the issue's theme, how it came into fruition, how it's relevant and/or the part that should be especially read.

#### 5. FRONT OF BOOK

Also known as the Departments, the FOB covers short roundups on different topics, usually 3-5 to a single page, that are grouped by a theme. FOB pages are usually left-handed pages adjacent to an advertisement. Some magazines have multiple Departments before the Feature Well, each with their own personality.

#### 6. FEATURE WELL

The Feature Well is located at the center of the magazine and contains longer stories that are usually 800 to 2,300 words. These stories are usually designed as spreads, and have much larger photographs (and much longer word counts) than the departments. While these stories are the visual highlight of the magazine, their design is completely dependent on the structure set up in the Department pages.

#### 7. BACK OF BOOK

The Back of Book is like the FOB, but it covers short closers like events, listings, essays, etc. Some magazines have a very thing BOB, or just small ads.

#### 8. LAST PAGE

Deciphering what to put on the last editorial page can be challenging, but the page is consistent for every issue, whether it's an essay, photo, infographic, collage, etc.

### **Your magazine will include**

1. Cover with coverlines
2. Table of Contents (2 single pages or 1 spread)
3. Front of Book (3-5 single pages)
4. Features. 2 Features with images (1,500-2000 words each, 10-12 pages)
5. Last Page (free choice)

### **Please keep in mind**

1. What I have outlined is the minimum required.  
I welcome you to do more
2. You are creating a magazine for the newsstand. Looking at other magazines in your genre will help you make smarter decisions. If it doesn't speak the language of your genre, or your look doesn't exist in that world, your magazine will not be successful.
3. You should make it beautiful.

**Project Schedule**

AUG 25

PIN-UP Branding placed on covers

CLASS Anatomy of a magazine

HW  Duplicated department page

Duplicate the department page of a competitor. This will help you dissect the magazine as you learn about the different components, typography treatments and the way the grid is structured.

Magazine fonts

Bring in the typefaces you plan on using for your magazine. 1 to 2 type families is ideal, 3 or 4 absolute maximum. You want to find a good workhorse font for your body copy.

Read *Thinking with Type - Grid*

SEP 1

PIN-UP Duplicated department page

CLASS Grid systems, picas, baseline grids

HW  First department page

Story line-up

email me your sources for your features and departments. Where will you pull your content from? — Be resourceful. You are welcome to pull stories and photos from anywhere for this project. Keep track of your sources so they can be properly attributed.

SEP 8

PIN-UP Department page 1

CLASS Working with stylesheets

HW  Second department page

SEP 15

PIN-UP Department page 2 (revised 1)

CLASS Justifying Text

HW  Third department page / Content for feature 1

SEP 22

PIN-UP Critique department page 3 (revised 1&2)

HW  Final versions for all department pages / Content for feature 2

SEP 29

PIN-UP All Department pages

CLASS Visiting Critics (tentative)

HW  First feature

OCT 6

PIN-UP First feature

HW  Second feature

OCT 13

PIN-UP Second feature

CLASS Prepping files to print / Binding tutorial

HW  Revisions to full magazine

OCT 20

PIN-UP Full magazine (Cover, TOC, FOB, features, & BOB)

CLASS Visiting Critics (tentative)

HW  Final trim for full magazine (portfolio ready) + project files

OCT 27

CLASS Final Presentation / Launch party

FINAL EXAMS

