

360 BRIEF

PROJECT 12: EDITORIAL DESIGN PART 2: CONCEPT AND DESIGN (65%)

WHY

To make you a stronger designer by improving your type and layout design, through a focus on editorial design.

WHAT

Design a magazine feature article for print or digital. Your feature should contain approx. 1300 words of body copy. In print: your article should fit on two spreads. Online: use a single scrolling page. Article must include an appropriate sidebar story

THINGS TO CONSIDER

- Create a concept/design appropriate to the audience and content
- Carefully consider your sidebar content and how to juxtapose it with the main article
- Include multiple levels of engagement within your feature: callouts, captions, etc.
- Put emphasis on strong type hierarchy (headline, deck, byline, subheads, body copy, story breaks, credits, folios, running head and foot, etc.)
- Ensure there is consistency and synergy throughout your article
- Incorporate interesting and appropriate use of colour and graphic devices (rules, drop caps, etc.)
- Incorporate interesting and appropriate use of imagery and infographics (if appropriate)
- Make judicious use of layout techniques and white space
- Include minimal copy on your first spread—see examples

HOW AND WHEN

- Choose an article from among those provided
- Choose an existing magazine to provide the function (target and purpose) and format (design style) **In class Week 8**
- Review the text. Brainstorm what types of sidebar content, etc. would add to the article
- Begin to brainstorm concepts. **Sidebar and early concept review: mind maps/sketches 9 a.m. Week 9**
- Brainstorm overarching design themes, imagery, graphic devices and feature typefaces. How can you build on the topic and concept, rather than creating a generic design? How will your design elements connect to the subject matter and between spreads (synergy)? Create a mood board of these elements. **Mood board review 9 a.m. Week 10**
- Using your chosen magazine's format as a guide, design/appropriate a grid that will meet the magazine's needs. Decide on margins and columns etc and create a baseline grid and guides. Use layers in your InDesign document for a streamlined workflow. Carefully consider line length, body copy typeface, leading, etc. **In class Week 10**
- Make (realistic) layout thumbnail sketches. **In class Week 10**
- Put together your article, save it as a PDF, upload it to server ready for class critique. **Review 9 a.m. Week 11**
- Revise your design based on feedback, save it as a PDF upload it to server ready for marking. **By 4 p.m. Week 11**
- Write a blog post rationale with images, or links to your design. Give yourself a mark out of 10. Explain how you came to that mark: what did you do well, what did you find challenging, what could you have done better? **By 9 a.m. Monday November 19th**

GRADING CRITERIA

Part 2 = approx. 65% of total project 12 grade

- Accurately followed the steps and outcomes in the brief
- Quality and depth of topic research and concept ideation
- Impactful and memorable concept and design, that are well suited to the magazine, its audience and the topic covered
- Effective use of editorial design techniques as listed under *Things to consider* in the brief.

GENERAL MAGAZINE CONSIDERATIONS

- Who is the target audience?
- What do you think consumers like about the publication? Is the design appropriate for the audience? What keywords best describe it?
- Is the magazine easy to navigate. Why/why not?
- How is content paced throughout the publication? Does it vary between FOB/Well/BOB?
- How does the publication differentiate between different types of articles?
- How are sidebar content and other callout treatments used?
- How does the publication make use of synergy and contrast to both make articles cohesive, and to make them dynamic?
- Does the publication treat the contents page in an interesting way?
- How does the publication treat opening spreads for feature articles?
- What types of grids are evident in the layout?
- Does the publication treat folios and/or department headings in an interesting way?
- How is effective hierarchy created: headlines, subheads, captions, etc.?
- What typeface choices (serif/sans, etc.) does the magazine use and why?
- Do they use drop caps in an interesting way?
- Do they use rules in an interesting way?
- What other type/graphic/colour devices are used to attract/maintain the reader's attention?
- Is there anything unique about the way they treat imagery?
- Do they use white space effectively?

ADDITIONAL CONSIDERATIONS FOR DIGITAL PUBLICATIONS

- Do they use vertical and/or horizontal orientations, or both? How does the layout change?
- How do you navigate the magazine? Is the functionality interesting (swiping/thumbnails, etc.)?
- How do you re-orient yourself if you 'get lost'?
- Is the content organized into different sections like print magazines? If so, how/where?
- How are video and animated imagery approached?
- How is advertising different in digital publications?