

360 BRIEF

PROJECT 12: EDITORIAL DESIGN PART 1: SURVEY (20%)

WHY

- To help you understand and recognise effective editorial design techniques
- To improve your layout and typographic skills through analysis of existing editorial layouts

WHAT

- Survey the elements/techniques used in print and/or digital publications and present your findings to the class

HOW

- Work in pairs
- Focus on a particular publication design element/technique (topics provided below) and compare between several publications. Study how the magazine engages and guides its target audience
- Evaluate the opportunities, strengths and weaknesses you observe. Consider the target audience and the type of content
- Discuss and prioritise your findings within your partner(s)
- Decide on an effective digital presentation format for your team
- Use examples to demonstrate your talking points
- Upload your presentation to the folder on class server (include team names)
- Present your findings to the class (10 minutes per team)
- Write a short blog post about what you learned and give your team a self-evaluation (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?

WHEN

Presentations in the afternoon of first class at 2.45

GRADING CRITERIA

Part 1 = 20% of total project grade

What an excellent outcome looks like:

- Accurately followed the steps and outcomes in the brief
- Evidence of effective team collaboration
- Useful choice of examples with well chosen talking points and visuals
- Quality of presentation (way presentation is designed and compelling delivery)

TOPICS

- **Typography/type hierarchy/include leading and spacing**
- **Grid/layout/include placement of call-outs and pull quotes**
- **Body copy/running heads/running feet (sweating the small stuff)**
- **Imagery/graphic devices/colour /drop caps: observe article “personality”**
- **Sidebars: what they look like/what they contain**
- **Compare use of concept versus distinctive design**

COMMON MAGAZINE TERMS

BOOK	A print magazine/publication
FUNCTION	The magazine's purpose: who it serves and what it strives to communicate
NEWSSTAND	A magazine sold in stores/kiosks (usually a consumer magazine)
OCCUPATIONAL	A trade magazine, usually distributed by subscription only (may also be newsstand)
FORMAT	Can refer to the dimensions/proportions and/or the overall design style
FOB Front of Book	The portion of the magazine between the front cover and the well, often ad heavy and mostly short articles. Research shows that readers read from front to back (more often women), or back to front (more often men) in almost equal numbers
FORMULA	The editorial makeup: the type of content and regular departments. e.g. news, letters, food, sources
WELL	The middle of the magazine: often contains longer feature articles and fewer ads
BOB Back of Book	The portion of the magazine between the well and the back cover: often contains continuations of feature articles and smaller, less expensive ads
MASTHEAD	The listing of the all the editorial staff as well as subscription and advertising information and contacts
COVERLINES	Text on cover designed to entice/engage readers to buy and read the issue
RUNNERS FOOT/FOOTER/RUNNING FOOT HEAD/HEADER/ RUNNING HEAD	The running information at the top, bottom, or occasionally side of the layout: may include folios, magazine name, issue date/number, or article information Header may include a DEPARTMENT HEAD: The name of a particular section, e.g. travel, or profile
BYLINE	States who the article is written by (author). Often appears between the headline and deck/start of the article.
DECK	Intoductory short text below a headline: it provides a lead-in to an article and is important in keeping the readers attention
LEAD-IN	The introductory paragraph. May be treated the same, or differently to the body text
CREDIT and CAPTION	Name of provider (photographer, illustrator, etc.) and a short text that describes an image—the latter is an important way to engage the reader
DROP CAP	Common device used to create interest, usually for the lead-in. It draws the eye to starting place. Drop caps usually drop down three or more lines and may be used again for section breaks
CALL-OUT	An excerpt from the body text used to draw readers in when they are scanning the magazine and to create a visual break in the article
PULL QUOTE	Same as a call-out, but using a speech quotation from the text
SIDEBAR	An important device that provides the reader with additional information on the topic. It helps draw scanning readers into the article. It can serve as appetiser, or dessert