

Magazine Spread

Directions:

You have been asked to design a magazine spread using an article for a new website which plans to branch into print media. You must make a two-page spread on 8.5 by 11 inch paper in the portrait orientation. The intention is to sell these magazines to young adults as visually-compelling pieces to display similar to coffee table books. Your design should be eye-catching, but should also be very readable.

Additionally, your final design should include all of the following:

- At least two images
- Two typefaces
- At least one “pull quote”
- Two or more paragraph alignments
- At least three different font sizes

1. Begin by selecting an article you want to redesign as a magazine spread. You must select an article which is at least 750 words long. You should consider selecting an article which is not only interesting to read about, but also will offer the opportunity to be visually interesting.
2. Notify your instructor prior to doing any work to have your article approved.
3. Begin your preliminary research. You will need to collect the following materials:
 - Five examples of design inspiration
 - A list of six typefaces (three for display and three for text) which would best represent the content
 - A list of at least 20 adjectives which would describe your design
4. Gather your resources to ensure you can begin the design process. Create or find the following:
 - Six typefaces you might want to use
 - All images you want to include in the design
 - Five sketches of layouts
5. Create a polished design using your preliminary research and gathered resources. Your final design should include all the requirements listed above.
6. Write a one-page summary explaining your typographic choices. In addition explain how you think your design best accomplishes the goals the client had in mind.