

MAKING

*As of now,
you
are a
Magazine
Designer.*

TYPE

Yes, you can use images in your layout, and they will be an important part of your it BUT, they must not dominate the type. You will have 3 DPSs (Double Page Spreads) for your layout. You must use ALL the words in the article you choose.

TALK

You are required to design and layout a particular magazine article - there are three to choose from. The most important feature of your layout will be the typography. The How and What you do with the words. Making them talk!

Initially, research will play a very important part in this project.

Before you start your research you should answer these questions:

Who will be reading this magazine?

What is their age? Male, female, or both?

Are they urban or rural, rich or poor, interested in the subject of your article, or just a browsing reader?

Will this magazine be read by whole families, or just by certain family members?

What other information will you need to set the style and tone of the magazine you are designing for?

This information becomes part of your brief and the basis for all your research and design. Write it all down.

Choose ONE of the following articles for your layout:

*1. PENGUIN DECLINE:
DUE TO GLOBAL
WARMING?*

881 Words

*2. JOSEPH STALIN:
SOVIET WAR LEADER.*

956 Words

*3. LE CORBUSIER: MORE
THAN AN ARCHITECT.*

958 words

Now, with answers to those questions in mind you are ready to start researching magazine designs, genre & design era that fit those criteria.

Pick interesting magazines, not the 'weeklies'. These should not just be magazines that you would read. Research any designers / design era that are relevant to your chosen article, or as a starting point for a 'design style' you could develop.

This research will be assessed under the Level 2 Graphics 2.4 Achievement Standards. Read them. 3 credits Externally assessed.

You are not required to design the cover of this magazine, just the 3 spreads containing your article, but you will need to construct a grid into which your article will fit - number of columns per page, distance between columns, distances from top, bottom, sides & gutter etc. Point sizes and leading etc must be consistent across all pages. Hand drawn type is permissible, but it must be digitally managed.

Design your article as creatively as you can, BUT DON'T COMPROMISE LEGIBILITY!

The trim size of your magazine is over to you (app. A4 or thereabouts). Note that the image area will be 7.5mm inside that trim. In other words, nothing important can be within 7.5mm of the outer edges, but you can bleed images if your design requires it.

All design work will be assessed under Level 2 Graphics 2.8 Achievement Standards. Read them. 3 credits Internally assessed.

PROJECT REQUIREMENTS

RESEARCH IN YOUR WORK BOOKS.

MINIMUM SIX PAGES (3 SPREADS) ANNOTATED USING APPROPRIATE TERMINOLOGY.

Give your research a degree of historical context, but don't dwell too long on the history of magazine design and layout unless it is vital to your own ideas. Even if history does play an important part in the article you choose to layout, remember that you are designing for a modern 21st century audience. The era you will be researching is that of modern magazine design, going back no further than 1995 up until the present day. Explain how your findings have affected society, and how this has affected you as a designer. Also research any design history that is relevant to your chosen article. Annotate all your research with notes and information appropriate to the brief. Use the web for research where applicable, but remember, a magazine is a physical 'thing' made of paper, that is held in your hands when 'used'. Research accordingly.

DESIGN & CONCEPTS WILL BE RECORDED ACROSS A MINIMUM OF EIGHT PAGES (4 SPREADS) IN YOUR WORK BOOKS.

YOUR FINAL DESIGN MUST BE REPRODUCED ACTUAL SIZE.

All stages of the design process must be recorded, both hand drawn and computer generated. Initial concepts and thumbnails should be drawn in work books. Try to keep things systematic. Ideas can be experimented with on computer and then stuck into and re-worked in work books. Remember, a pencil is a lot quicker and easier to use than a computer. Design then use your grid often, on paper and on computer. The appropriate computer programmes must be used and applied correctly. All conventions relevant to magazine design must be adhered to, including consistent point size and leading across all pages, page numbers etc. A magazine article is nothing if not legible. Don't compromise this. Making your design ideas work while retaining the legibility is part of the design and communication process. Justify all your decisions.

AS90321 ACHIEVEMENT STANDARD 2.4 EXTERNAL ASSESSMENT 3 CREDITS

This achievement standard involves describing the place of design in society, including knowledge of design eras and a design movement or notable designer. It also involves using design terminology to explain and inform the student's own design solution.

ACHIEVEMENT CRITERIA

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Describe the place of design in society and use design terminology to inform own design solution. 	<ul style="list-style-type: none"> Explain the implications of design and designer's decisions in society and use design terminology to inform own design solution. 	<ul style="list-style-type: none"> Critically analyse the implications of design and designer's decisions in society and use design terminology to inform own design solution.

AS90325 ACHIEVEMENT STANDARD 2.8 INTERNAL ASSESSMENT 3 CREDITS

This achievement standard involves applying a design process to produce a solution to a given media or technical illustration brief and presenting design ideas and outcomes. It gives students opportunities to gain a practical appreciation of the importance of design in improving the quality of people's lives.

ACHIEVEMENT CRITERIA

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Apply a design process to produce a solution, including annotated design ideas, to the given brief. 	<ul style="list-style-type: none"> Apply a design process to produce a solution, including annotated design ideas, with reference to the specifications outlined in the brief. 	<ul style="list-style-type: none"> Apply a design process to produce a solution, with annotated design ideas, that fully justifies decisions against the specifications outlined in the brief.
<ul style="list-style-type: none"> Present design ideas and outcomes. 	<ul style="list-style-type: none"> Present design ideas and outcomes using good presentation skills. 	<ul style="list-style-type: none"> Present design ideas and outcomes using the most appropriate methods and high quality presentation skills.

The type faces you choose will obviously be extremely important to the success of your project. Use the information you acquire from your research and study the faces used in the examples you like. What are those faces? Do we have them on the school system? If not, are there any alternatives?

DON'T JUST SCROLL THROUGH THE TYPE FACE LIST
TRYING ODD EXAMPLES -
KNOW WHAT YOU ARE LOOKING FOR, MAKE SOME
INFORMED DECISIONS, THEN GO OUT
AND FIND IT!

Draw down your ideas on type faces. Make some decisions on paper before you get near the computer.

Keep the ideas of structure, balance, form, rhythm, colour, proportion, contrast and 'feeling' in every visual decision you make.

This project, may on the face of it seem relatively simple, but it is not. The research you will undertake must be thorough and relevant. The design, both typographic and layout must be consistent and aesthetic.

EVIDENCE	ACHIEVED	MERIT	EXCELLENCE
<p>INVESTIGATION/RESEARCH</p> <ul style="list-style-type: none"> <input type="checkbox"/> Evidence of research relevant to modern magazine design era. <input type="checkbox"/> Evidence of research relevant to the brief. <input type="checkbox"/> Evidence of effects & relevance of findings on society. <input type="checkbox"/> Use of appropriate terminology in annotation. <input type="checkbox"/> Investigation of design considerations. 	<ul style="list-style-type: none"> • Describe the place of design in society and use design terminology to inform own design solution. 	<ul style="list-style-type: none"> • Explain the implications of design and designer's decisions in society and use design terminology to inform own design solution. 	<ul style="list-style-type: none"> • Critically analyse the implications of design and designer's decisions in society and use design terminology to inform own design solution.
<p>CONCEPT DESIGN</p> <ul style="list-style-type: none"> <input type="checkbox"/> Layout Sketches showing relevance of research. <input type="checkbox"/> Layout Sketches showing a range of possible design solutions both type & design. <input type="checkbox"/> Evaluation / Explanatory Notes correctly annotated. <p>DESIGN DEVELOPMENT</p> <ul style="list-style-type: none"> <input type="checkbox"/> Development of ideas & design ideas on computer. <input type="checkbox"/> Evidence of appropriate use of software. <input type="checkbox"/> Evidence of use of magazine design conventions. <input type="checkbox"/> Evaluation / Explanatory Notes correctly annotated. <p>FINAL DESIGN</p> <ul style="list-style-type: none"> <input type="checkbox"/> Final Presentation Layout presented actual size. <input type="checkbox"/> Final Evaluation and Explanatory Notes correctly annotated. 	<ul style="list-style-type: none"> • Apply a design process to produce a solution, including annotated design ideas, to the given brief. • Present design ideas and outcomes. 	<ul style="list-style-type: none"> • Apply a design process to produce a solution, including annotated design ideas, with reference to the specifications outlined in the brief. • Present design ideas and outcomes using good presentation skills. 	<ul style="list-style-type: none"> • Apply a design process to produce a solution, with annotated design ideas, that fully justifies decisions against the specifications outlined in the brief. • Present design ideas and outcomes using the most appropriate methods and high quality presentation skills.