

Editorial Project :

Magazine Cover & Double Page Spread

Brief

A specialist magazine publication is planned which focuses on typography, and you have been commissioned to design the cover, and a feature article double-page spread.

Work required

- Magazine Cover branded correctly
 - Double page spread design
 - Evidence of exploration of alternative ideas and layouts
 - Evidence of visual research
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Front Cover

Your first challenge is to bring the word 'Type' to life. Reflect on the induction workshop, and the endless possibilities in both medium and form. Your 'image' can be crafted, built, photographed, letterpressed, created digitally etc, and imported into your final indesign document.

Double Page Spread

Pick a typeface from the hat. Write approximately 300 words on that typeface. You might include the name of the designer, some brief biographical details, the date it was designed, the purpose for which it was designed (if any), or a brief description of its main characteristics.

Your 300 words, and a main title of your choosing are required components of the design. You may also include one picture of the designer or one other relevant image, but remember that the design is intended to be primarily typographic. Challenge yourself.

Design Parameters

The page dimensions for this publication are 220(w) x 300(h)mm. The document must be created in Adobe Indesign. Further design parameters are listed overleaf.

Note: We will work through the setup of the document together in the first Typography session.

Page Rules

- A page margin of 15mm will need to be set up on each side.
- The main title 'TYPE IS EVERYWHERE' must appear in 24pt Helvetica Bold. The title must be all caps, with a letter spacing of 50.
- The subtitle 'COVER DESIGN BY (YOUR NAME HERE)' must appear in 12pt Helvetica Regular, all caps, with a letter spacing of 100.

Branding

- You will need to accurately brand your magazine by importing the Asterisk Logo at its true size. This is at 60mm(w) x 70mm(h).
- The logo itself can be altered in colour, but not placement. It must appear top left.

Friday 30th October

Formative Deadline

Hard copy versions of your cover and double page spread will need to be printed at full size with crop & bleed marks. These will be collected for feedback purposes.

Friday 11th December

Summative Deadline

A single PDF file containing all your work for this module will need to be submitted online. The PDF will bring together all of your research and process work, as well as your final designs for all three projects. Only the final designs need to be printed, at actual size with crop and bleed marks.