

Professional Publishing

Session 9 Magazine and Book Cover Design

References

- Jeremy Leslie, *Issues: New Magazine Design* (London: Laurence King, 2000) pp42-74
- Robin Williams, *Design Workshop* (Berkeley: Peachpit Press, 2000) pp234-239
- Gerald Grow, "Magazine Covers and Cover Lines: An Illustrated History", in *Journal of Magazine and New Media Research* (2002)
<http://aejmcmagazine.bsu.edu/Testfolder/>
- Daniel Will-Harris, *Book Covers and Posters*,
<http://www.will-harris.com/covers.html>

Magazine Cover design

- Modern poster style visual design
 - Works at 2-3 metre viewing distance
- Designed to reassure regular readers but also attract new readers
 - aka Repertoire buyers
- Vary design to suit seasonal sales patterns
- Cover lines used to encourage browsing
 - Multiple interest readers?

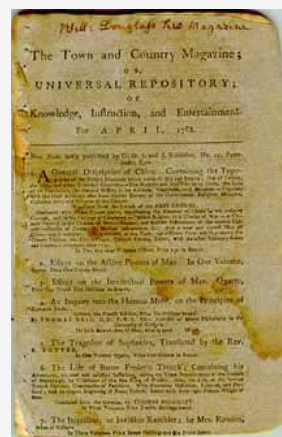
Session 9

Magazine Covers and Book Cover Design

Slide 3

History

- mid 1700s
Typography dominates the “cover”
The Town and Country Magazine; or Universal Repository; of Knowledge, Instruction, and Entertainment for April, 1788.



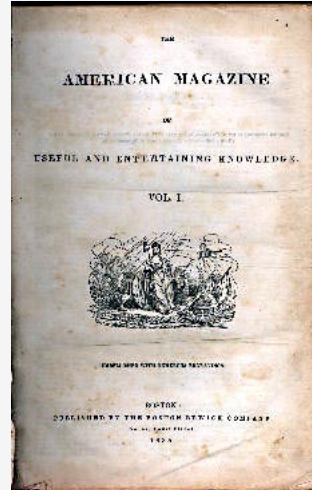
Session 9

Magazine Covers and Book Cover Design

Slide 4

- 1800s
Typography
dominates
Occasional decorative
illustration

*American Magazine of
Useful and
Entertaining
Knowledge from 1835*



Session 9

Magazine Covers and Book Cover Design

Slide 5

- Newsletter style

No cover

Masthead followed
by
main story on the
front page

*The Penny
Magazine, 1838*



Session 9

Magazine Covers and Book Cover Design

Slide 6

- “Symbolic” cover

Portrays the “spirit” of the magazine - no cover lines or contents

Mother's Magazine
from 1844



Session 9

Magazine Covers and Book Cover Design

Slide 7

- *Petersen's Ladies National Magazine*, 1872

Decorative cover

Illustrations of roles of women in the family



Session 9

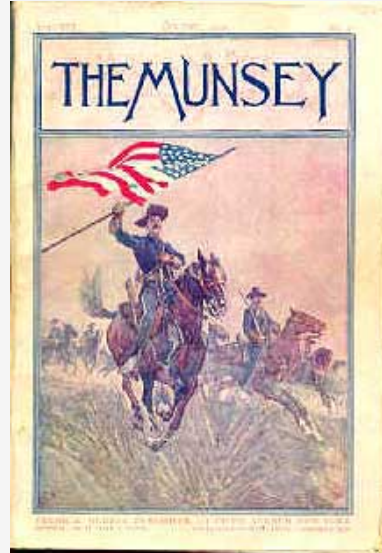
Magazine Covers and Book Cover Design

Slide 8

- ‘Classic’ Poster covers
1890s - 1960s

Large format

Artwork in its own right - Masthead followed by illustration and cover line at the bottom



Session 9

Magazine Covers and Book Cover Design

Slide 9

- *Vogue*, Spring Millinery Number, 1917

Illustration dominates the cover, dwarfing the magazine's name



Session 9

Magazine Covers and Book Cover Design

Slide 10

- *Fortune*, 1932

Window-style
modernist painting
style design
concept



<http://xroads.virginia.edu/~1930s/Print/fortune/index.html>

Session 9

Magazine Covers and Book Cover Design

Slide 11



October 1936

Coverline(s)

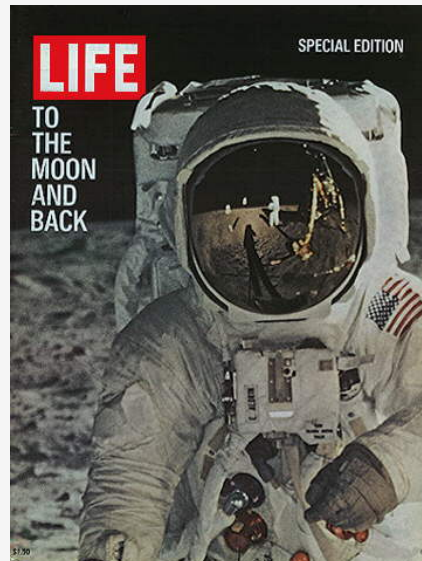
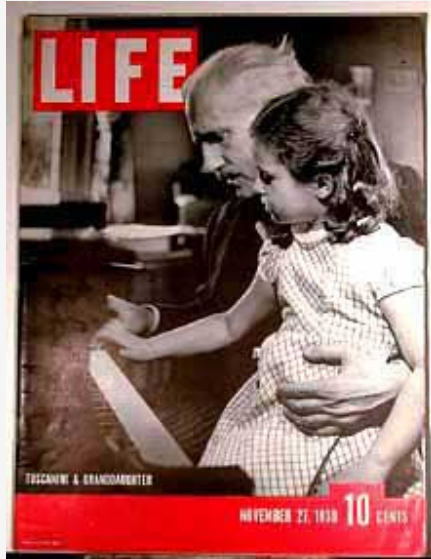
“One dollar a copy”

“Ten dollars a year”

Session 9

Magazine Covers and Book Cover Design

Slide 12



Photographs on the cover - 1930s B/W, 1960s Colour

Session 9

Magazine Covers and Book Cover Design

Slide 134

Where do cover lines go?

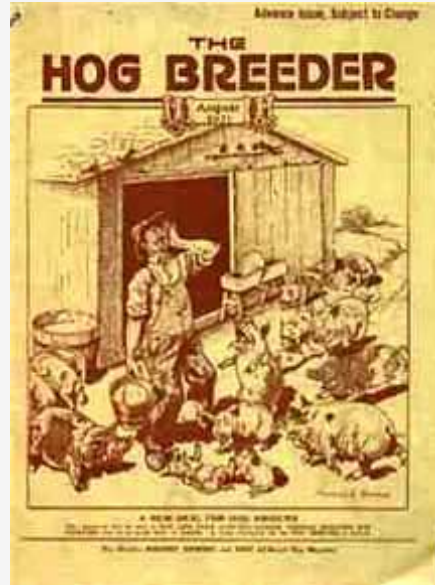
- Outside the box - simplifies printing
- Box Inside - cutout to simplify printing
- Columns on the page
- Text in zones
- Banners and Corners
- Planned / unplanned spaces

Session 9

Magazine Covers and Book Cover Design

Slide 14

Outside the box



Session 9

Magazine Covers and Book Cover Design

Slide 15

Box Inside



Session 9

Magazine Covers and Book Cover Design

Slide 16

Columns on the page



Session 9



Magazine Covers and Book Cover Design

Slide 17

Text in zones



Session 9

Magazine Covers and Book Cover Design

Slide 18

Banners and Corners



Session 9

Magazine Covers and Book Cover Design

Slide 19

Unplanned Spaces



Session 9

Magazine Covers and Book Cover Design

Slide 20

Planned Spaces



Session 9

Magazine Covers and Book Cover Design

Slide 21

'Classic' magazine cover design

- Large title
- Model's head overlaps text
- Pose directs eye towards bottom cover line
- Primary and Secondary cover lines around model
- Layered text
- 1916 - style reinvented throughout 20th century



Session 9

Magazine Covers and Book Cover Design

Slide 22

‘Classic’ magazine cover design

- Large title
- Model’s head overlaps text
- Pose directs eye towards bottom cover line
- Primary and Secondary cover lines around model
- Layered text
- 1916 - style reinvented throughout 20th century



Session 9

Magazine Covers and Book Cover Design

Slide 23

‘Classic’ magazine cover design

- Large title
- Model’s head overlaps text
- Pose leads eye towards bottom cover line
- Hierarchy of Primary and Secondary cover lines around model
- Layered text
- 1996 magazine



Session 9

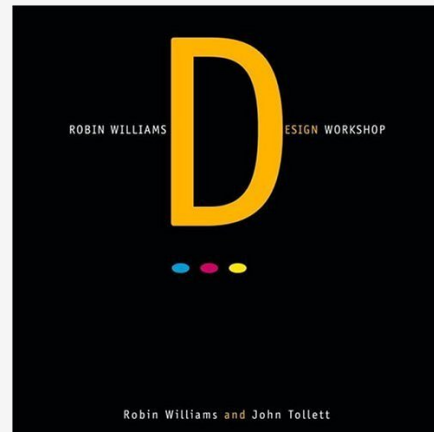
Magazine Covers and Book Cover Design

Slide 24

Book Design Case Study

Design Workshop
Handout

From concept
(simplicity and
visual impact)
to stunt cover
and final design
in 3 months



Session 9

Magazine Covers and Book Cover Design

Slide 25