

## ART 292 Computer Graphic Design I

# Project 4: Magazine Page Design

## ASSIGNMENT BRIEF

Your assignment is to design a double-page spread\* (layout) and single pages for the national magazine *Bon Appétit*.

The content for this assignment is an article on the wine/beer/cider from the vineyard/brewery from your first assignment. The goal is to use components of your label and further the “brand” identity to market your product to an audience both in Virginia and those traveling in Virginia. This is not an ad but an informational article about your product and vineyard/brewery. You must include related items such as a recipe or other related items such as vector graphics.

You will use photographs of your bottle with your label and food styling photographs from the Food Styling assignment in your magazine spread. You must also include small vector graphics such as illustrations, ribbons or banners.

You must use InDesign for this assignment for ALL layout and type although the label and other graphical elements may be created in Photoshop or Illustrator.

\* A spread is two facing pages in a publication.

## OBJECTIVES

1. Analyze contemporary magazine page design.
2. Conceptualize and design a series of pages for a magazine.
3. Gain experience in using grids for multiple pages.
4. Utilize visual hierarchy to support the clarity of the message.
5. Analyze and apply the visual elements and the design principles in your composition.

## PROCESS

### **Review of writing and photographs**

Before you start your design, review the grading sheet for the Food Styling assignment. Update your written information or photographs

based on comments from the grading sheet. These updates will be reviewed and are evaluated on the grading sheet for this assignment.

### **Grid study**

Make an InDesign document and import selections from the Bon Appetit magazine jpgs provided on the class site. Place these jpgs on individual pages in InDesign and use Margins & Columns to determine the grid for that page. You must complete a minimum of 10 studies.

*Page size: 8" (w) x 11" (h) with a 0.5 margin*

### **Layout sketches or thumbnails**

Consider your content and think about how your content can be arranged based on the grids you studied. Make a series of small sketches **IN PENCIL** of your selected grid and greek the headlines and body. You may want instead to make small versions of your grid in Illustrator, print several copies and continue your sketches in pencil.

### **InDesign magazine layout**

Make a second InDesign document for your magazine layout that has 4 pages. Refer to your grid study and choose grids to incorporate into your magazine pages. Begin your design by “placing” your text in InDesign. **Your text must be placed with linked text boxes.**

Your required pages must have a minimum of 300 - 500 words as paragraph text so these pages will be text “heavy” although they should include photographs, graphics, and or illustrations for visual interest. You must complete your own photographs, graphics, and or illustrations. The additional optional pages may be primarily photographic with a small amount of type.

### **Typography:**

- **You may not use a highly stylized or decorative font for this assignment.**
- You may not use pure center alignment for your text.
- Refer to the type choices in *Bon Appetit* and use type that will appropriate for the magazine.
- Think of your typography as part of your design and not as an element added after you have completed your illustration or photograph.

## REQUIRED ELEMENTS

You must include the following. The photographs and writing for this requirement was completed as part of the Food Styling assignment.

- Title of magazine
- Month and year of magazine
- Page numbers
- Article headline
- Article subhead
- Author of article
- Credits as needed
- Title of vineyard
- Title of your wine or beer
- Pull quote
- Your wine or beer label on a bottle or flat
- A minimum of 500 words as paragraph text - no Greeking
- Photographs of your bottle
- Photographs of food or drink related items
- Small vector drawings

## SPECIFICATIONS

*Software:* The final layout must be completed using InDesign. Your text for must be completed in InDesign.

*Required software techniques:*

- Master Pages with page numbers, magazine name and month
- Paragraph Styles
- Columns or guidelines per page
- Bleed
- Named layers
- Placed text and linked text boxes
- Hanging punctuation: Story > Optical Margin Alignment
- All blank pages removed

*Page size:* 8" (w) x 11" (h) with a 0.5 margin and 0.125 bleed.

*Color:* CMYK

*Resolution:* 300 dpi

## PERSONAL RESEARCH

Each student is expected to complete personal research for the assignment. These are Lynda.com recommended tutorials.

## Lynda.com tutorials

- InDesign CC 2017 Essential Training by David Blatner
- Designing a Magazine Layout by Nigel French
- Designing a Magazine Cover by Nigel French
- Layout and Composition with InDesign by Nigel French

## PORTFOLIO STATEMENT

A written Portfolio Statement is required for this assignment. All sections of the Portfolio Statement must be completed with proper sentence structure and the use of design and technical terms.

## GRADING SHEET

The criteria for evaluation will be how successful you were in completing the required items for the assignment. The individual parts of the assignment will be graded including your research and scanned sketches. Your compositions will be evaluated based on the principles of design. You are expected to review Lynda.com tutorials as part of this process.

Technical control will be evaluated with an emphasis on well-organized digital documents and the careful and successful use of the software.

Please refer to the posted grading sheet to see specifically how your work will be graded.

## REQUIRED ITEMS FOR GRADING

- **Packaged** InDesign document with your grid studies.
- **Packaged** InDesign document with all linked documents.
- **PDF** of your InDesign document.
- **Portfolio Statement** – *this is the short document about the assignment* - Microsoft Word

## DEADLINE

Your completed project is due at the beginning of the class period. **NOTE: This is the last day to turn in the final project.**

Projects that are not shown at the critique will not be accepted without a written medical excuse. Anyone missing the final critique without prior approval will have a full letter grade deduced from his or her final average. This is stated in the class syllabus.