SPECIAL INTEREST MAGAZINE—20% of course grade

Part 1: Critique an existing magazine as preparation to create a re-design or research the market for a new magazine in preparation for designing a new publication.

Critique/Market Analysis
This is the proposal part of the project.

Re-design option: If you are going to re-design a magazine you should examine at least a half-dozen copies of the publication. Based upon your analysis of the publication discuss the areas that you think need to be improved upon or updated. Discuss why you think this needs to be done and then propose what you plan to do to improve the publication.

New design option: Examine several publications and determine that there is a plausible need for the publication you want to create. Write the rationale for the publication, discuss the market as you see it and create the outline of a plan for the publication.

The papers should be in executive memo outline form. Be brief and to the point. You will use the memo as the basis of your pitch in class on Tuesday, March 25.

Part 2: Design a cover, contents section and a feature article in the style of the re-designed or newly created magazine.

You will need to find or create artwork for this project. The sample pages should have whatever art you want on them in the correct size and colors. You are free to use computer clip art, clip art from other sources, commission art, or create it yourself.

You may write actual copy for the piece or use dummy copy. All headlines and sub-heads should relate to the articles.

Your page design should reflect special attention to the use of typography to create visual interest as well as editorial emphasis. Think about the use of large initial caps, lift-outs, type wraps, etc.

Your feature article must be at least four pages, but may be as many as six pages.

Pages should be finished with all the artwork, copy, display type and illustrations in place and be presented mounted on presentation board complete with a sheet of tracing paper for instructor comments.

Do not use presentation boards larger than 16 x 20 inches.

If you do the re-design option the packet you turn in should include the before as well as the after. It is important that this should also be part of your presentation.

Check points:
Each part of this project is due at a different time. This will allow you to finish one part before going on to the next. Based upon instructor comments you may, if you wish, re-work the cover and the contents pages prior to the final due date for the entire project. The grade for this project will be based upon the entire package.

Design critique/pitch ideas: 3/25 • Feature: 13/27 • Cover: 14/1 • Contents: 4/8 • Final package critique: 14/10