Visualizing Language II
Tuesdays, 1:00 – 6:50pm
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PROJECT 2: DIGITAL PUBLICATION
Taking what we've learned from our anaylsis of the New York Times, you will now create your own, original publication for both print and digital. Your publication can cover any topic and take any form. Select a topic, theme, or unifting concept to design your publication around and consider the type of publication you'd like to create (magazine, journal, trade publication, or zine). Think about publication schedule (is it a weekly magazine? quarterly? yearly? How does that affect the design?). You may use original content or source content from other publications as long as they are properly cited.

Reflecting on our NYT analysis, be sure to think about grid systems, photography, illustration, type systems/heirarchy, rhythm, advertising. Use the terms we defined in the analysis to help structure and layour your own publication (deck, headlines, bylines, etc.) We will print them possibly using print-on-demand services like Blurb.com. You will then create a prototype of digital version using the same content and design systems from the printed publication.

PROPOSAL
Develop 3 topic proposals for potential publication ideas to present next class. (Your proposals can be created in InDesign or Keynote, but should be formatted for an on-screen presentation.) Your proposal should include the following:

— Potential publication titles
— Publication type (magazine/journal/trade magazine/zine)
— One sentence description / tagline
— Publication schedule (weekly, monthly, bimonthly, quarterly, yearly)
— Sample content/article ideas (Front of book, features, back of book)
— Competitive analysis (similar publications in the market)
— Sample spreads/inspiration/examples of style

ESTIMATED SCHEDULE

OCT 3 —
Develop proposals

OCT 17 —
Present proposals

OCT 24 —
Outlining, visual exploration, nameplate/logo, grid systems, type familes, content collection

OCT 31-NOV 21
Print magazine design
Send magazine to Blurb by Nov. 21

NOV 21-DEC 5 —
Digital magazine design