

Magazine Cover Design Brief

Graphic Design Technology Education MJH

Introduction

You are constantly being bombarded by the communications industry creating images- either television, newspapers, magazines, posters, or store displays. These images are created to communicate- get a message across. The message may encourage you to buy a product or service, *or it may provide entertainment or information*. Designers use color, texture, cartoons, pictures, and printed letters to get their message across. (Collins CDT 1988)

Design Brief

Design a magazine cover with a picture of yourself (taken with the school's digital camera so that it is high res) on your favorite appropriate magazine (i.e. GQ, People, TransWorld Skateboarding, Oprah, Seventeen, Rolling Stone, etc.). You are famous for 15 minutes in the future. What are the specific facts of your fame?

- Who, what, where, why, when?
- How would the magazine phrase or translate the facts of your fame into headlines and subhead text? *Example: (main headline) Luke Podmers talks about his rise to fame as a top smartphone app designer. (sub headline) Young, rich, and good looking, he is the most eligible bachelor in the nation.*
- The layout should be very close to the same layout as other real covers of the magazine you chose.
- Study past covers of the magazine you chose. Look at the layout, text, colors, background, etc.

Design Guidelines/ Content

1. Picture of you cut out using photoshop or GIMP
2. Main headline and sub headline
3. 2 to 3 smaller stories included in the magazine (*i.e. Murder at the Palace, or Brad and Angelina split up again, or the crash that killed Justin Bieber*)
4. Space: Design should be organized. Not overly busy, but not too plain (again, look at past covers of the magazine).
5. Alignment: Design looks unified (held together nicely), time went into thinking about how the elements should be arranged.
6. Photoshop skills: Use of multiple layers, selecting tools, blending tools, etc. (Picture looks natural, there is no background left from original picture).
7. Contrast: Use of shadow, line thickness, color, shapes, size and space to create strong contrast.

USE THE GRADING RUBRIC ON THE OTHER SIDE AS A CHECKLIST...
MAKE SURE YOU HAVE ALL 7 OF THE GUIDELINES/ CONTENT
INCLUDED!