

house style and hierarchy: part two: project

the second part of this introduction is the gist of what you'll be doing. based on your research, you are to create a cover and several interior pages of a magazine that replicates with the one you profiled in your research. basically, you will be designing an issue complete with ad space in full color and full scale. you will choose the images, article titles, colors, etc. the idea is that you as closely match the house style of your publication as possible while providing your own content. your actual articles can be placeholder text, but the headlines should be real.

project guide:

- › front and back cover
- › table of contents
- › one department (or regular feature)
- › one feature article in it's entirety

your page count will vary between publications, but you are looking at around 9-12 pages to be designed.

your final layout should be in InDesign but you might need to use both Illustrator and Photoshop to recreate covers or other type or photographic effects.

what you are responsible for:

you may use the content from a representative magazine apart from the department and feature article you develop. this means that you do not have to generate content apart from the following:

- › department theme and content (please note that this needs to follow what your magazine dictates unless your magazine has no consistency when it comes to departments other than their existence. in those cases your thematic choice just needs to follow the logic of the publication.
- › feature article. while you will use placeholder text for the main content. you are responsible for the title and any additional information such as pull-quotes and charts/graphs
- › any follow-on changes to your table of contents
- › all ads

if your cover has some relationship to either your department or your feature article, it should appear there (this can mean text or image). if, as is the case with some publications, your cover image has nothing to do with either, you should still pick a cover image that works with the conventions of your magazine.

all other information can come from an existing example—meaning that your table of contents and additional cover stories can come from an existing magazine. it is im-

portant that you follow the logic of your publication. it is, in fact, what this is all about. you should be able to fit your work into an existing house style seamlessly. no two magazines will be the same so it is important for you to really understand where your own publication is more rigid and where is it more flexible in terms of style.

> due december 8

