

ART 3907-02

TYPOGRAPHY 2

MAGAZINE REDESIGN

PROJECT DESCRIPTION

Your task for this project is to choose a currently existing magazine (any magazine is acceptable with the exception of design magazines) and redesign the overall typographic and visual structure. You will follow a very specific design process that includes a thorough understanding of the magazines audience, content and other issues affecting the chosen design structure.

PROJECT SPECS

Typographic structure of:

- ▶ Front + cover/spine including banner style and treatment
- ▶ Table of contents
- ▶ Feature
- ▶ Editorial spread

Typographic and visual structure includes:

- ▶ Grid
- ▶ Typefaces used + style and treatment for each section
- ▶ Ad insertion structure
- ▶ Illustration / Photographic treatment

PROJECT PROCESS

1. Choose Magazine
2. Research audience, demographics, content, history, etc.
3. Conceptualize magazine design (develop at least three alternative design solutions)
4. Present research brief and concepts
5. Design final prototype

OBJECTIVES

- ▶ Intimately understand typographic and visual treatment of magazine design
- ▶ Work more intensely with typographic issues such as legibility, hierarchy, spacing (interline, interword), and the power specific letterforms.
- ▶ Gain experience with more in-depth design process, including research, conceptualization and presentation.
- ▶ Complete process with a strong portfolio piece that shows a greater understanding of typography.

ART + DESIGN DEPARTMENT
UNIVERSITY OF MINNESOTA
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M+W, 8–9:50pm
VKH 131

CONTACT INFO

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SCHEDULE

2/7-12
choose magazine, research

2/14
NO CLASS

2/14-19
complete research, write
brief, begin conceptualization

2/21
complete conceptualization,
brief presentation (present
research)

2/26-28
choose final design direction
and work on creation of
prototype.

3/5
complete prototype

3/7
FINAL CRITIQUE

3/14
Turn in Final Work