WIRED magazine

what they are / what they could be

audience: the average reader of WIRED magazine is:
/between the ages of 30–50
/has an income of 75,000 or greater
/works in the computer or high tech industry

history: WIRED magazine has been in production since 1989. the content and readership of the magazine started as mainly concerned with the computing industry but has since changed to broader technology topics. they have maintained the same overall design but...

competition: MacWorld, PC Magazine, Science. Most competition is is more computer or science-related and not as design aware. there is no direct competition in terms the breadth of topics covered.

positioning: the goal of this redesign is to increase readership both in numbers and in scope. as noted above, currently the readerships is between the ages of 30 and 50, with reader’s average income at 75,000. the goal is to attract more readers between the ages of 20–30 with the income starting at 30,000.
Wired’s banner is made up of blocks of black and white space using the typeface ... they ...

Wired uses mainly photography on their front cover that either parodies their main article or refers to products they review.

The main typeface used for the front cover is Hoefler Bold, Roman and Italic. They focus on building a hierarchy of main feature, and other departments and features of interest. The text is right and left justified, dependent on the side displayed.

other parts of cover: date/issue done in the typeface ..., periodic graphic references to issue and additional features.
Wired’s banner/logo is included in the table of contents greyed back and at a smaller size. The treatment of type has also changed slightly, i.e. it is centered in the blocks.

Wired uses random photographs and illustrations to create references to either departments or main feature articles.

The main typeface used for the table of contents is Hoefler Bold, Roman and Italic. They focus on building a hierarchy both by treatment of type and by size of page numbers.

Throughout the magazine; in the table of contents and the departments section mainly; Wired uses a 18 point rule with blocks and color to highlight the area viewed. This treatment is continued through that section/department to guide the reader as to their whereabouts.

Photo credits are given at the bottom of the page in the table of contents and regular features.

Treatment of folios: page numbers and issue are continued the same throughout the publication.
Each department has a logo, styled the same way in terms typography but the color, placement and usage changes from department to department.

Both photos and illustrations are used throughout this regular department feature.

The main typeface used for the table of contents is Hoefler Bold, Roman and Italic. They focus on building a hierarchy both by treatment and placement of type.

An eight column grid is used to have a variety of options for both text and image placement. From page to page through each department typographic layout changes quite drastically.

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what they could be

the banner:

wired

wired

wired
what they could be

the layouts:

square format: the cover

other pieces to include in presentation:

concepts for layouts of all areas: cover, spine, masthead, table of contents, regular feature, editorial content

magazine format: overall size, paper type (i.e. matte or glossy, #s, color), page count

general typographic specifics: type choices, stylings, sizes, spacing (tracking, kerning and leading) and styles for body copy, headers, folios, running heads, page numbers, photo credits, etc.

color usage: on cover and inside pages for bars, images, type, etc.

inside banner treatment and secondary logo development: i.e. for regular features/departments

illustration/photographic treatment
**bindi pop art**

At a distance, these colorful masterpieces look like vibrating mandalas. Up close, you realize each burst of hue is a tiny bindi, the decorative dots many Indian women wear over their third-eye chakra to invoke focus and devotion. Artist Stacy Greene buys raw materials for her pointillist collages in Hindu-populated neighborhoods in New York and has friends bring back more from India.

what are we concerned with:

1. evenness of color: design of type, spacing between letters, spacing between words, spacing between lines. kerning, tracking, leading

2. line length (66 character or 40 to 50 for multiple column, 12-15 for marginal notes)

3. Too little kerning is preferable to too much

4. leading: distance of one baseline to the next

5. indents, paragraph spacing

What do you want to avoid:

hyphenation rules
widows, orphans
setting up the page:

1. decide on page dimensions: see Bringhurst pages 146-149 (fourth and fifth most common chosen and for printer purposes)

   4th/3:4
   1:1.333
   9 x 12

2. decide on type area: how much space does the type use. what are the margins

   textblock is
   7.5 x 10
   top margin .5
   outside 1
   inside .5
   bottom 1.5

3. set up columns: figure out total pica dimensions; 6 pica per inch and use chart on 149 as per your total size. this includes size of columns and gutter size. so I have 45p x 60p

   5 columns of
   8p x 60p split
   with a gutter of
   1p3

   40p total column + 5p / 4 columns = 1p3 = 8p column width with a 1p3 gutter

4. Depth of grid fields: separating columns into fields horizontally. take total depth (10 in or 60 pica), divide evenly (modular structure) or with a proportional graduated structure (10 horizontal fields of 8p or 9, 12, 15, 18, 21)

   56 / 8 = 7 grid fields + 4p / 6 = 8 pt per space btwn grid fields / between illustrations