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
DULUTH

Spring 2007
Course #67221
M-W, 8–9:50pm
VKH 131

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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