**Research Brief/**

**What You Need to Know About/**

**Audience:** You should know quite intimately who your audience is. How old are they, for example, and what types of interests do they have.

**History:** How long has this magazine existed? What has occurred in its history in terms of content, readership, design?

**Attributes:** Have a thorough understanding of the current design. What works and what doesn’t.

**The Competition:** What magazines is this magazine competing with. What is there readership? What makes them successful or not? What do they look like and does it work? How can you do it better?

**Positioning:** What are you trying to achieve with this redesign? Greater readership? Broader audience?

**Budget:** In real life, you would have be concerned with the increase in cost due to redesign factors. Learn a bit about how increase in page count, color process and other of redesign might affect cost of printing.

**Delivery:** Know and take into account at every step your timeline/deadlines!
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.