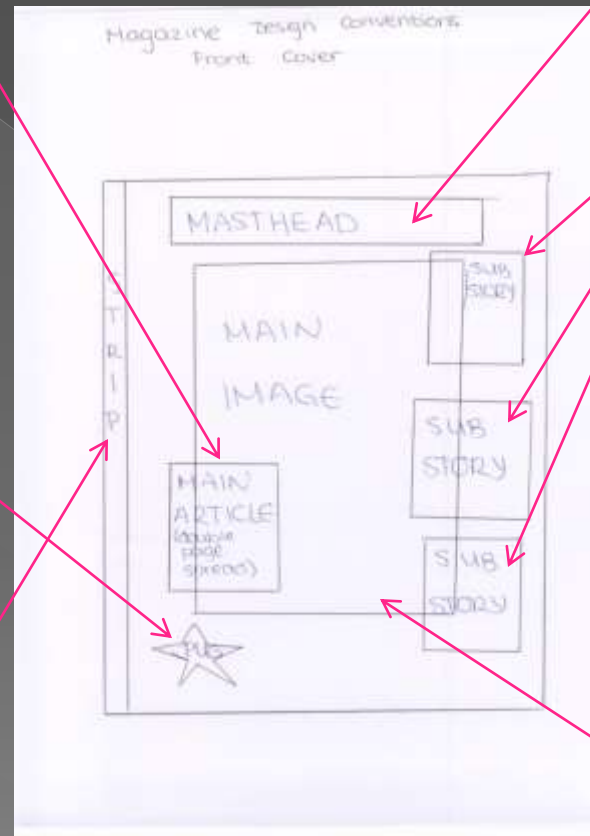# Magazine Design Layout

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Introduction

For my preproduction Media Studies Foundation Portfolio Task I achieved a various amount of research into existing magazines and their presentation through front covers, content pages and double page spread articles. I analyzed how magazines designed their front covers, content pages and double page spreads and saw how I could incorporate some techniques into my own fashion magazine. I have worked towards designing and developing my magazine in order for my magazine to allure to the precise target audience.
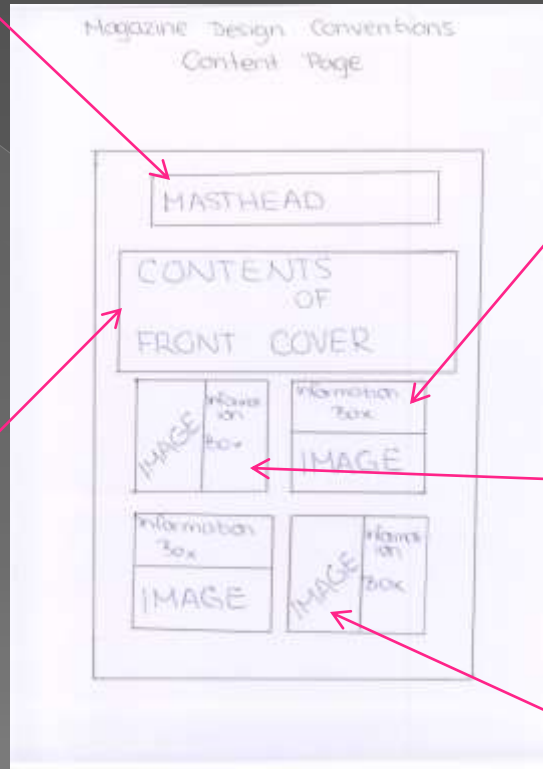
Magazine Design Conventions

Front Cover

Double Page Spread Article: following the traditional magazine design I will place my double page spread article at the bottom right over my main image as it will stand on its own and stand out to the target audience.

Pug: I will include a pug into my front cover design as they are effective and attractive. This will catch the target audiences' attention as it is under the main article.

Strip: I would very much like for there to be a strip, in a one color design, down the side of the front cover which will also make my magazine differentiate from competitors'.

Masthead: Like a conventional magazine front cover I will be designing my fashion magazine with the masthead at the top of the page in order to catch the target audience's attention.

Sub-Stories: I will layout the featured articles around the main image to display the variety of stories my magazine has to be offered.

Main Image: My main image will be of happy a teenage girl dressing in the most current fashion trend, with strong and bold eye makeup as well. This will make her look happy and inviting as well as bold and making a statement with what she is wearing and her makeup. This will entice the target audience to connect with the teenager on the front cover and intrigue them to read more magazines. The main image will be displayed behind the text as to not pull attention away from other articles.

Magazine Design Conventions
Front Cover

MASTHEAD

STRIP

MAIN IMAGE

MAIN ARTICLE (double page spread)

SUB STORY

SUB STORY

SUB STORY

PUG

Content Page

Masthead: For the content page I will have the masthead 'content page' with the month and name of the magazine written underneath in a smaller font.

Information Box: These boxes will be located next to all images containing the number of the page so that articles the reader is interested in can be found easier.
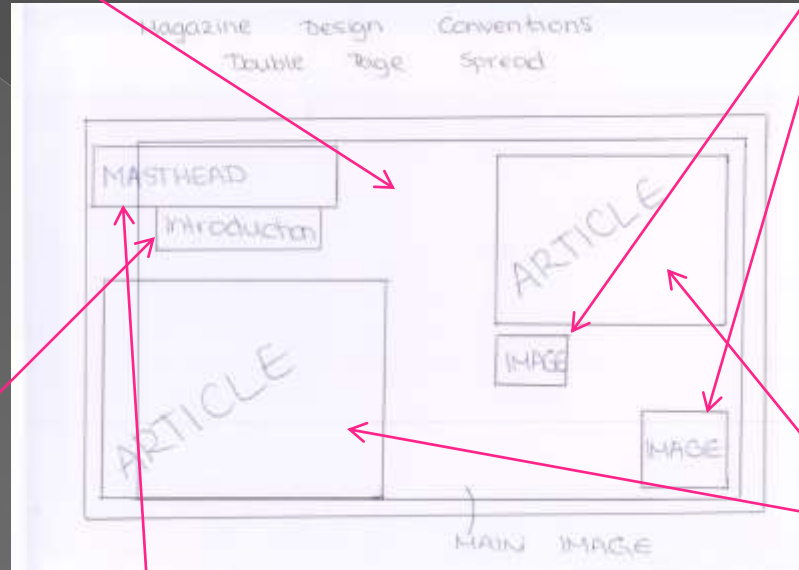
Content: I will combine the information boxes and list them with extra articles that are to be found in the fashion magazine itself.

Contents Of Front Cover: I will have a box that will be the main box of the page where the teen audience will be able to find articles featured on the front cover.

Images: The images will relate to the magazine articles inside and will encourage the target audience to read on.

Double Page Spread Article

Main Image: The main image will be in the center of the page with all the text laid out around it, as well as supporting images.

Introduction: I want to make my fashion magazine differ from other designs as I will place the introduction underneath the masthead. I will write either a quote of short description of the article to get the target audience intrigued.

Images: I will include many supporting images in my article as they are more visually attractive to teens.

Article: The article will be divided into paragraphs on both pages and positioned under the masthead and above the supporting images as I have many aspects I want to include.

Masthead: The masthead will be in the top left hand corner and will overlap with the main image. As this is positioned to be seen first thing when the magazine is opened. It will gibe the page a unique and bold design.
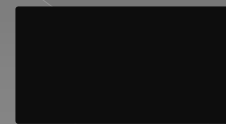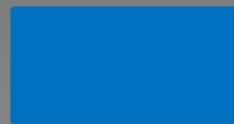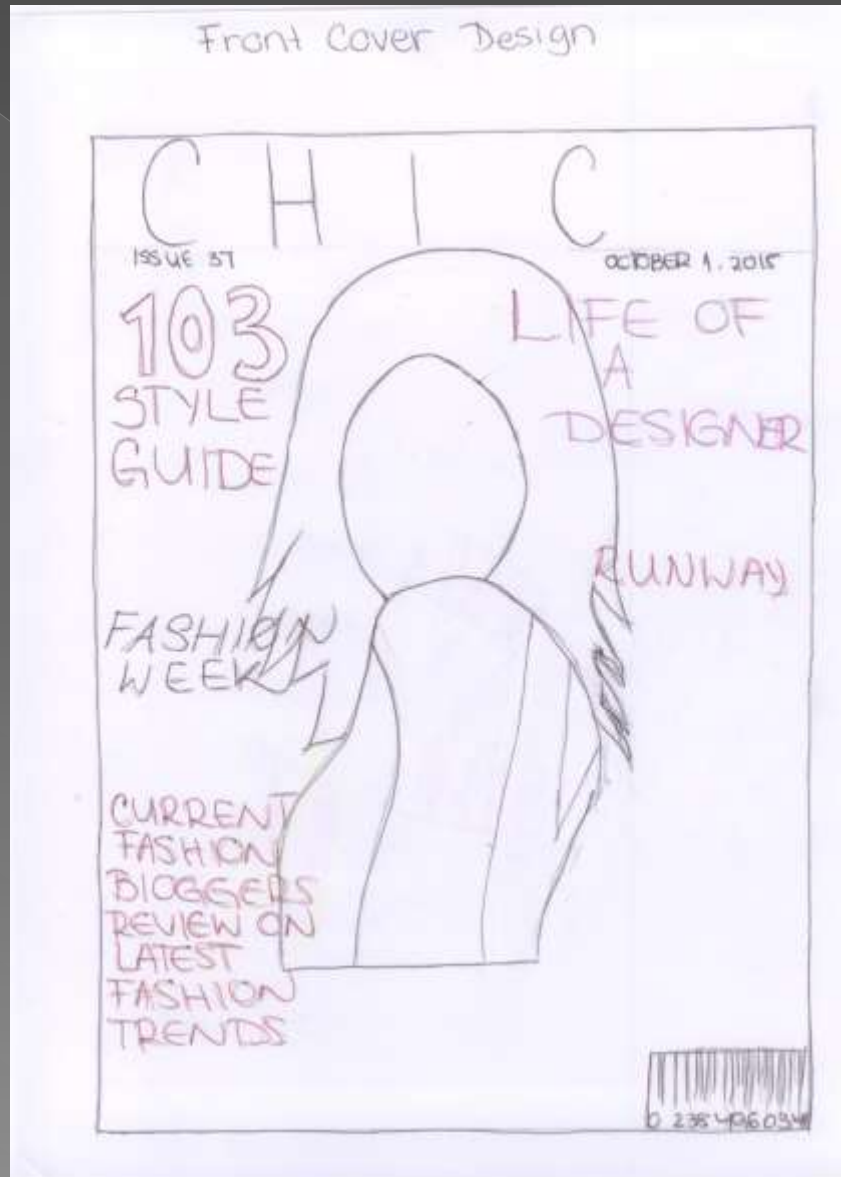
Content Sample For The Front Cover

For my front cover I will include four sub-stories that will entice my target audience. They will be:

1. Style Guide 101- Need help finding your own style? Just look inside!

2. Fashion Week – Latest fashion trends, from runway model to trendy chic!

3. Runway- Behind the scenes of a runway show!

4. Current Fashion Bloggers Review Latest Fashion Trends – Latest trends from your favorite fashion blogger!
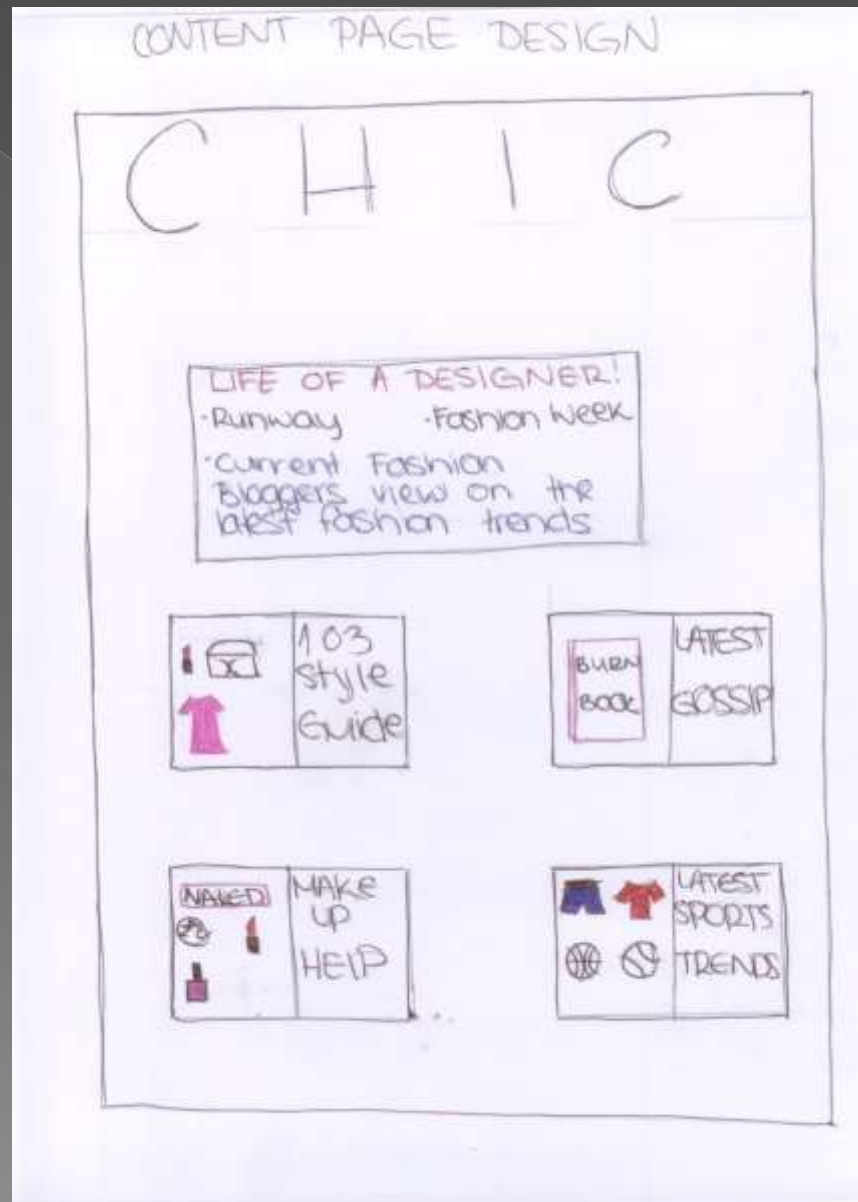
Color Scheme

Draft Ideas

Final Chic Front Cover Draft Design

Deconstruction Of Front Cover

- This hand-drawn front cover design has some good aspects to it – the masthead is bold and is styled simple but memorable in a simple, sophisticated font - which will attract my target audience. I like the conventional positioning of my main image as it will be the main detail my target audience will see and will attract them. I also enjoy the different colors that are used as they make the various titles stand out themselves. This incorporates organization and makes my magazine look professional.

- However, due to this being a draft I need to include more color, bolder fonts, and a bigger main image. I don't like that my main article is on the top right hand side instead of across the lower-middle of the magazine making it standout unlike the "current fashion bloggers review on the latest fashion trends" article. I need make a variety of fonts so that it will be more understandable that these are all different articles. These are all aspects I will improve on my final front cover.

Final Chic Content Page Draft Design

Deconstruction of Content Page

- This content page is designed in an unordinary way – making it more attractive. The masthead going across the page, the unique way the text and images are layed out as well as the fonts, and various colors. The images and article names are places in this order to give the magazine a chic look, as well as a "never seen before" look. It looks very organized, and is easy navigate around the content page.

- Then again, there are things I wish to change – I wish to make the images bigger and more organized, I need to add page numbers so the reader can find their way around the inside of the magazine. Also, I think the front cover should be reflected through the content page so I will need to create and input similar aspects such as; colors, fonts, etc.

Final Chic Double Page Spread Draft Design

Double Page Spread Article

Life of A DESIGNER

In this article we are invited behind the scenes to Jelena Bin Drai's fashion and designer life. We get a sneak-peak of her newest collection.

Jelena Bin Drai is our well known "Miss Yugoslavia". She has been in the fashion and modelling business since as far as she can remember. She now juggles the life of being a mother of three, a loving wife and as if her plate isn't full enough she is a designer as well.

As she live in Dubai UAE, she targets her audience by creating appropriate apparell. Such as long flowy dresses. She makes them designer chic in various colors, as well as lengths

In her latest collection she uses flower print as her inspiration. She has various items in her collection such as skirts, blouses, dresses, all various shapes and sizes. I even got to an interview with her & asked her about her new collection and which item she loved the most to which she answered: "That is a question I cannot answer. I feel you are asking me which kid of the 3 I love the most. Every piece is my own idea come to life so I love them all."

Red Flower Dress

Final Piece

Double Page Spread Deconstruction

- I have designed an unconventional double page spread with various ideas to go with it, I like how the masthead is in the middle of the left hand side so that it can grab the attention of the target audience. I like that I put an introduction to the article under the masthead to give the reader a little taste of what they will be reading in the article. I like that I have photos from the fashion show she has this year for her new collection.

- On the other hand this double page spread is not as easy to do as I only have a few images from her fashion show, of make up, accessories etc. Even though the idea of the magazine is make up, make-overs, fashion, etc. Even though the idea of the life of a designer is quite unique there are limited things you can say as well as images you can use. I will explore other article subject ideas for my final design.

Sample Of The "Life Of A Designer Article"

For my double page spread I will include an article done on a Serbian Fashion Designer founded in Dubai.

Jelena Bin Drai is our well-known "Miss Yugoslavia". She has been in the fashion and modeling business since as far as she can remember. She now juggles the life of being a mother of three, a loving wife and, as if her plate is not full enough, she is a fashion designer as well.

As she lives in Dubai, UAE she targets her audience by creating appropriate apparel. For example, long dresses, skirts, and makes them designer chic in various colors, as well as lengths.

Development

- For my initial designs I have assessed the positive and negative aspects. I have developed my existing ideas and I have eliminated ideas that neglect my idea from becoming a reality.

- On the content page I have retained the same layout. After seeing that my "Life Of A Designer" double page spread article was unrealistic, and incomplete I decided to write a whole new double page spread that is about the same topic "Life Of A Designer." I added an interview to make it more interesting to my target audience, as well as photos from photo-shoots and fashion shows.