

2.01 Create a Magazine Cover

Objective: The student will successfully demonstrate the ability to create an attractive, well-designed magazine cover that demonstrates a variety of raster editing techniques.

Key Concepts Utilized: The students will demonstrate the ability to work with layers, apply transformations, create and modify text layers, add adjustment layers, and apply layer styles. The students will also utilize the Principles of Design when creating this project.

Procedures:

You are a graphic designer who has been hired to create a magazine cover by a public relations director (a classmate) of a local university. The magazine is being produced to highlight the strengths of the university to assist in recruiting new students.



1. Collect Information:

- a) Interview the public relations director to gather information about university, the target audience, and design goals.
- b) Determine the technical requirements for the design project:
 - i) The magazine cover dimensions are 8.5" x 11". The resolution should be appropriate for print. The cover will be printed in full color.
 - ii) The magazine cover should have a well developed masthead and minimum of five cover lines.
- c) Work with the business owner to develop a plan. Agree on deadlines and make sure you are clear about your client's goals.

2. Brainstorm:

- a) Research existing magazine cover samples for design and layout inspiration.
- b) Develop a minimum of three possible names for the magazine.
- c) Develop a list of possible ideas for cover lines (stories) that help paint a broad picture of the strengths of the university.
- d) Create a rough sketch that includes: the main image, magazine cover name, and size and placement of the cover lines. Sketches must be teacher approved.

3. **Experiment:** Using available raster graphics software, develop a cover design to be shared with your client. You may use the technical guide below to guide your design.

4. **Proofread:** Have a fellow classmate proofread your work. Make corrections based on their feedback.

5. **Revise:** Meet with your client and share your designs. Revise the design based on their feedback.

Technical Guide:

1. Create a new file with the dimensions of 8.5" wide x 11" tall, at on screen only resolution.
2. Find an image to be used as your cover photo for your magazine. Pay attention to the type of images often used on the cover, which allows areas around the edges for cover lines without detracting from the important parts of the image.
3. Move it to your cover file, scale and place it to maximize the design of the cover. Color correct if desired using an adjustment layer.
4. Using the type tool, create a masthead and cover lines (article titles). You may consider downloading a font for the title if your computer allows. One free font site is www.dafont.com, but there are many more. The masthead may partially overlap the photo. Change the type attributes (character palette), which may include font size, leading, kerning, horizontal scale, etc... to enhance the design.
5. Use type colors that correlate to colors in the photo if possible.
6. Apply layer styles (drop shadows, strokes) to the type to enhance design and readability.
7. Look for additional details to include such as a UPC or reverse type.
8. If you are using Adobe Photoshop, save the file as [LastName]Magazine.psd. If you are using GIMP, save the file as [LastName]Magazine.xcf Use the "Save As" command to save the project as a JPEG with the filename [LastName]Magazine.jpg.

Checklist:

<input type="checkbox"/> Dimensions	<input type="checkbox"/> Image Scaled	<input type="checkbox"/> Masthead	<input type="checkbox"/> Articles	<input type="checkbox"/> Main Image	<input type="checkbox"/> Date Line
<input type="checkbox"/> Layer Styles	<input type="checkbox"/> Adj. Layer	<input type="checkbox"/> Font Choice	<input type="checkbox"/> Details	<input type="checkbox"/> Sampled Colors	<input type="checkbox"/> File Types