

### PROJECT DIRECTIONS

- You will be given an existing magazine, whose target audience is who you will be designing for.
- You will then construct a grid that will form the frame work of your layout, with specific measurements and margins.
- You will plan, design, and implement a 4-page spread based on an article given to you. You are free to use any illustrations/photos, etc, as long as credit is given.
- Use headlines, bylines, pull quotes, sub-heads, interesting typography, columns, as part of your layout design.
- Keep in mind: You will not be duplicating the style of your chosen magazine. You are to create a new layout BASED ON your magazine's target audience!
- **THIS IS IMPORTANT!!! Be prepared to defend your design choices, based on what you've learned about your target audience!**

### PROJECT OBJECTIVES

- Gain experience using INDESIGN
- Practice using a GRID SYSTEM
- Practice designing for MAGAZINE LAYOUT
- Design for different MALE audiences

### PROJECT SPECS

- 4-page spread
- Dimensions: 8.375" x 10.875" with 0.5" margins

### DELIVERABLES

- (1) INDD file
- (1) PDF file
- (1) project presentation

### DEADLINES

DRAFT COPY: WEDNESDAY, JULY 20 - IN CLASS (These will be workshopped)

FINAL COPY: MONDAY, JULY 25 - IN CLASS (Be prepared to present your project)

### GRADING RUBRIC (100 Project points)

- 30 - Designs are based off RESEARCH & TARGET AUDIENCES
- 20 - Professional aesthetics (Does it look professional?),
- 20 - Evidence of conceptualization (sketches, thumbnails, etc)
- 20 - Following directions
- 10 - Presentation skills (confidence, attitude, energy, professionalism)
- **TARGET AUDIENCE PROFILE (100 Assignment points)**
- **GRID (100 Assignment points)**
- **DRAFT COPY (100 Project points)**