

ART 323A Spring 2016

Instructor: Prof. Yoon Han

Magazine Design

1. Work-in-progress of your Magazine Design (two design ideas)

Please carefully read the instructions of the SPD Student Design Competition 2016 and follow their rules. Among five categories, you need to narrow down to one or two categories, brainstorm ideas and concepts, create contents, and start design.

In this Work-in-progress of your Magazine design, **you should have at least two design directions (each 4 pages x 2 = 8 pages)** These two design directions can have totally different contents but in the same layout, or it can have the same contents but different layouts. It is up to your design direction and ideations. You should have fixed all your strong ideas on the design directions at this moment, and need to include text and images at this moment. Images might need more work but in this work-in-progress, the fundamental idea on the image manipulations should be clearly seen.

In the next class, we will have a group critique, and narrow down to the best design among your two or more design directions.

Please submit your work-in-progress of your word+image booklet design as a single PDF file.

Due: 1pm, March 17th, 2016 (Total 5 points)

2. Final Magazine design (both in hard copy and electronic files)

Please submit your final version of Magazine Design in Both hard copy and electronic file(s).

Keep in mind that we will have one last group/individual critique with this version before the submission deadline of the student design competition. The submission entries must be received by 5pm, Monday, April 4th, 2016 in New York, thus, you need to send your materials at least Monday, March 28th, 2016.

The electronic file submission should have 4 pages (2 spread) in a single PDF file.

Due: 1pm, March 24th, 2016 (Total 10 points)

3. Very final magazine design + SPD Competition Submission

Based on our group critiques, please submit your "very final" magazine design (2 spreads) in a single PDF file here. Also, please submit your proof that you submit your work to SPD Student Design Competition 2016 successfully by April 4th, 2016. Please keep in mind that **their "delivery" deadline is April 4th, 2016 at 5pm (EST)**, so you need to at least mail your CD / prints around **March 28th, 2016** to make a safe delivery.

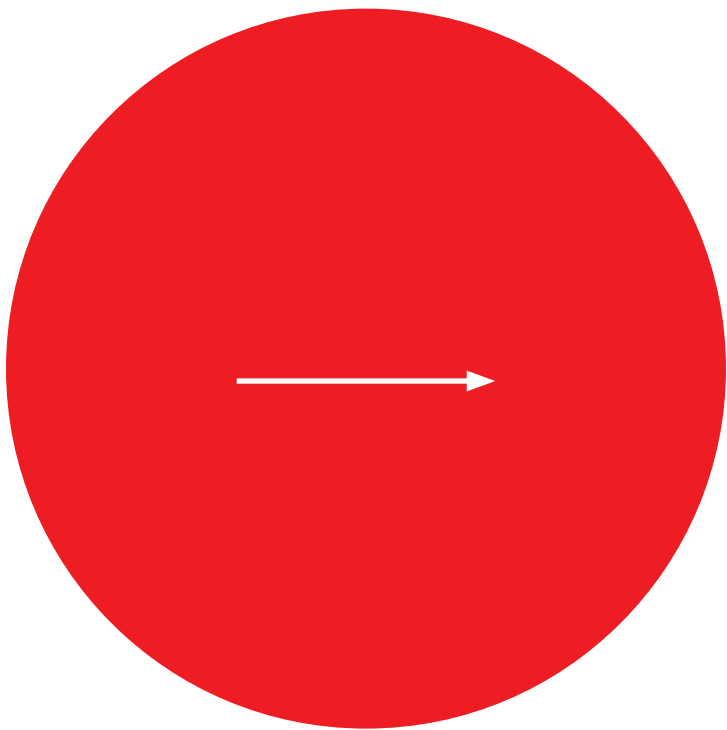
Final Deliverables:

- 1 single PDF file of your "very final" magazine design (4 pages / 2 spreads)
- Any proof(s) that you submitted the competition (e.g. a copy of postmarked mail receipt, a copy of entry form and entry fee receipt, photos of your mail materials, etc.) Submit it as image files.

Due: 1pm, April 7th, 2016 (Total 3 points)



Student Design Competition 2016



ENTER
and
you could win:

\$2,500
in cash prizes

a summer
internship at
a major
magazine





The
SOCIETY of
PUBLICATION
DESIGNERS

THE SOCIETY OF PUBLICATION DESIGNERS serves the community of editorial art directors, photo editors and designers. Each year, SPD sponsors a publication design competition that recognizes the best work done by professionals for magazines, newspapers and other periodicals. This work includes design, illustration and photography and is published in the Society's hardcover Publication Design Annual.

Students now have the opportunity to be part of this world-class competition. Entries will be judged against other student work entered in the same category. The jury includes some of the most distinguished publication designers; many of these judges also spend some of their time in the classroom instructing young designers. The first, second, and third place winners will be honored with an Award of Excellence and an invitation to the Society of Publication Designers' Annual Awards Gala in May 2016 in New York City. At the Gala, the first-place winner will be presented with The Mitch Shostak Award—a \$2,500 prize—and a summer internship at a top magazine in New York. There will also be second- and third-place prizes of \$1,000 and \$500, respectively. All award-winning work will be printed in the Society of Publication Designers' PUB 51 Design Annual (often leading to jobs!).

Please note: This competition is open to undergraduate college students only. International students welcome!

How To Enter

1. CHOOSE:

Select a project from one of the five categories listed on the next page (News, How-To..., Adventure, Entertainment, Sports).

2. DESIGN:

Create a 4-page story (two spreads) on the project you choose. Each page measures 8" x 10", so a spread is 16" x 10". Original photography or illustration is required for one category, but not all; it is welcome in every category though, if appropriate. You may enter more than one design in the same or different categories.

3. SUBMIT:

Either printed material or digital files as follows:

Printed Material:

Full-size spreads, not reduced copies. **DO NOT MOUNT THE WORK TO ANY TYPE OF BOARD.** Staple the spreads together in the upper left-hand corner. Tape a copy of your completed entry form to the back of each submission.

PDF:

You **MUST** include your name somewhere on each spread in 4pt type. Each file **MUST** be named "First_Lastname.pdf" Entries should be full-size spreads, print quality, 300 dpi, PDF files (all fonts embedded). Burn all submissions to a CD. It is ok to put multiple entries on one CD. Include a printed copy of the entry form for each entry. Mark clearly the name of the school and students' last name(s) on CD.

4. SEND:

Mail all entries with completed entry and payment forms to:
The Society of Publication Designers
27 Union Square West, Suite 207
New York, NY 10003

Entries must be received by **5:00PM, Monday April 4, 2016**

Please read this over carefully and stay within the guidelines. SPD reserves the right to disqualify any miscategorized or incomplete entries. For further details, FAQs, tips, and past winners go to spd.org/student-outreach

The Mitch Shostak Award

is given to the top winner of the Student Design Competition to honor his life, work and dedication to education. Over the years, Mitch was an invaluable part of the SPD family. Through his contributions to the industry he received numerous design awards and was revered by his peers as a mentor and friend. Shostak taught publication design at the School of Visual Arts in New York City.

The B. W. Honeycutt Award

is given to honor the life and work of Bruce W. Honeycutt, the former Art Director of *Details* magazine. His redesign of the men's magazine helped it earn accolades such as "Magazine of the Year" from *Advertising Age* and "Top Hottest Magazine" from *Adweek*. Honeycutt also taught publication design at the School of Visual Arts.

NOTES: Good luck on entering the Society of Publication Designers' (SPD) annual Student Design Competition. If you are selected as a winner and awarded a summer internship, please be aware that you are responsible for making the necessary arrangements to commence the internship in a timely manner. Once you start your internship, it is understood that you will abide by the terms and conditions of the program as required by your host company. Cancellation or termination of the internship for any reason will not be considered to be the responsibility of SPD.

Furthermore, by participating in the competition you agree to release and hold SPD, its officers, directors, employees, agents and contractors harmless from any and all losses, damages, rights and actions of any kind (including reasonable attorneys' fees) in connection with, or resulting from, participation in the competition including—without limitation—personal injuries, death, property damages and any claims by third parties or otherwise based on publicity rights, defamation, copyright, trademark, invasion of privacy or other violations of law relating to your participation in the competition or, if successful, the summer internship.

Categories

News Magazine

This edgy news magazine is geared to the young professional covering current events, politics, culture and even the arts. In its pages you'll find hard-hitting interviews often with some of the most famous and infamous international figures.

HEADLINE (Name) Talks

DECK (You write the deck).

BYLINE By Janet Marion

DESIGN a two-spread feature for this magazine that is a Q&A interview with the person of your choice (it can be a real person or somebody you've made up). You don't have to fit all your questions on two spreads, just imagine these 2 spreads are the first in a longer story. Consider using innovative infographics, charts and sidebars, and original illustrations.

How-To... Magazine

This new hip and fun magazine for the recent graduate has a broad topic reach on how to improve your home, life and career.

HEADLINE (Fill in Blank) Like a Pro.

DECK Follow these few simple steps to become a master.

BYLINE By F. C. Williams

DESIGN a two-spread feature in this magazine that gives step-by-step instructions on how to master the topic of your choice. You might want to include original illustrations, schematics and sidebars to make it easier to follow. Think of an innovative and fun way to approach your topic. You don't actually have to write the story, but use real text in display type.

Adventure/Travel Magazine

This independent magazine is for young professionals who love to explore cities around the world. It covers food, where to sightsee and places to stay. It features beautiful photography and in-depth reporting on cultural hotspots such as museums and historic landmarks.

HEADLINE Exploring (Name of city or site)

BYLINE By The Editors

DESIGN a two-spread feature for this magazine focusing on a specific area that is special to a city, such as a certain neighborhood, museum or a natural landscape. Think about ways to incorporate sidebars, timelines, and tips to make this a fun, easy design, accessible to the audience. Consider producing your own photography to give your design a fresh and creative approach to your city or location you choose.

Entertainment Magazine

A hip, clever, sometimes sharp-tongued magazine, it focuses on music, movies and television, with reviews, investigative stories, interviews and reader polls. This magazine isn't afraid to poke fun at the subjects it profiles.

HEADLINE A look back at (Name of person/group)

DECK He/She/They have forever changed the landscape of (genre).

BYLINE By James Rodgers

DESIGN a two-spread feature that covers a person's or group's legacy in music, TV or film. Think of creative ways to illustrate and design for your topic that will grab the attention of the reader. Consider adding infographics, timelines or sidebars to help tell the story. It doesn't even have to be a real celebrity—just make it convincing.

You must create your own photography or illustrations for this category.

Sports/Fitness Magazine

This publication is a must-read for young athletes and people obsessed with sports and the lifestyle associated with them. It reviews new products, covers competitions and goes around the world to explore sports and fitness. It also contains interviews of star athletes, fitness experts as well as kids in the park.

HEADLINE (Name of Sport/Fitness Trend): Extreme Rush OR (Name of sport/fitness Trend): The Thrill of It

BYLINE By Jane Johnson

DESIGN a two-spread feature of a sports/fitness figure, or sport/fitness regimen, with an emphasis on lifestyle and attitude. You can highlight the person's athletic prowess or focus on a specific discipline. As with every category, you don't have to write the story, but use real text in display type. Remember, if your design is of a sports or fitness figure it doesn't have to be a real person. Consider producing your own photography to make your design unique.

* A spread consists of two side-by-side pages; in this case, each page measures 8" x 10". The spread itself will measure 16" x 10".

LAST YEAR'S WINNERS See more past winners at spd.org/student-outreach



FIRST PLACE WINNER
Mitch Shostak Award
Mary Kate Henry
Kutztown University
Junior



SECOND PLACE
B.W. Honeycutt Award
Jordane Roberts
Norwich University
of the Arts,
Final Year



THIRD PLACE
Adam Leisenring
Kutztown University
Junior

ENTRY FORM

Submissions must be approved by a design professor or teacher. All entries with completed forms must be received, with entry fees receipt, at the SPD offices, 27 Union Square West, Suite 207, New York, NY 10003 by **Monday, April 4, 2016**.

For more information and helpful tips refer to: <http://www.spd.org/competitions/student.php>
Any further questions can be sent to spdstudentoutreach@gmail.com.

All winners will be notified by telephone and email by Friday, April 15, 2016. Winning designs will be posted on the SPD website later that month.

YOU MUST ATTACH THE FORM AT RIGHT TO THE BACK OF EACH ENTRY.



Please print clearly. We will use this info to contact you if you are a winner.

NAME _____

ADDRESS _____

CITY _____

STATE/ZIP _____

TELEPHONE _____

E-MAIL _____

SCHOOL _____

SCHOOL'S ADDRESS _____

SCHOOL'S ADDRESS (LINE 2) _____

SCHOOL'S CITY/STATE/ZIP _____

SCHOOL'S TELEPHONE _____

CURRENT SCHOOL YEAR (i.e. Freshman) _____

YEAR OF GRADUATION _____

INSTRUCTOR'S NAME + TITLE _____

INSTRUCTOR'S SIGNATURE _____

INSTRUCTOR'S EMAIL ADDRESS (must include) _____

CATEGORY FOR THIS ENTRY (check one)

NEWS HOW-TO ADVENTURE/TRAVEL ENTERTAINMENT SPORTING

TITLE FOR THIS ENTRY: _____

SOURCES (If your entry uses professional photography or art, please include the name of the artist, and the title and date of its publication or stock agency it was derived from. This credit information is required for publication in the SPD Annual. If you created your own photography or illustrations, please indicate that as well.)

Deadline
APRIL 4TH
2016

PAYMENT

ONLINE ONLY Go to: bit.ly/pay2016
(You must include your receipt with entries. Attach one copy with entire set of entries)

*Join SPD (or renew) as a student member! (optional)

Just \$50 if you attend school or live in the Tri-State area (\$40 outside the area) for one year. Membership includes free admission to all SPD-U student events, a complimentary copy of the upcoming SPD Annual, **3 free entries** to this Student Design Competition, and more! See spd.org/join for full benefits.

Payment Worksheet:

NUMBER OF ENTRIES: _____ X \$10.00 = _____

TRI-STATE MEMBERSHIP (NY/NJ/CT) (number of students) X \$50.00 = _____

NON TRI-STATE MEMBERSHIP (number of students) X \$40.00 = _____

Total:

Less free member entries (up to 3 maximum): _____

TOTAL PAYMENT DUE: _____

\$10.00
FEE PER ENTRY
3 FREE Entries For SPD Student Members*



CO-CHAIRS

Ian Doherty
Art Director
Food Network Magazine

Clinton Cargill
Photo Director
Bloomberg Businessweek



Tips for Award-Winning Entries

Part of creating excellent design is in the details.

Spread
Two facing pages



Drop Cap
A graphic element that gives the reader a clear place to start reading.



Captions
Tell what the image is about and gives the reader added ways to get into the story.

BONUS TIP:
Consider collaborating with a photo student and direct them on creating original images to use for your design.

Folio
The page number can also include a **Running Foot** which contains the month and name of the publication.

Pull Quote
A graphic element that breaks up a large amount of body copy and gives the reader another way to get into the story.

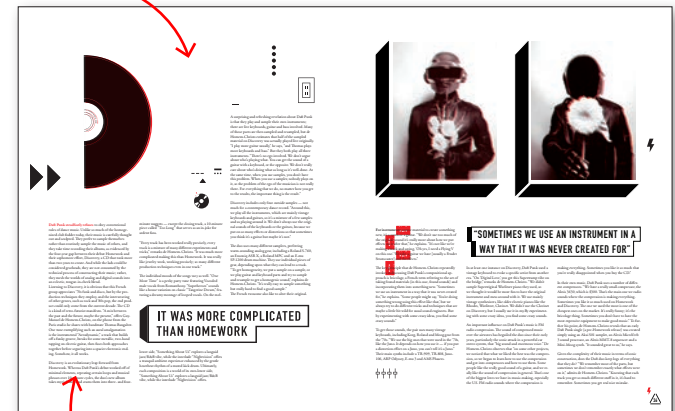
Sidebars
Give added layers to the layout by pulling out important information, tips or an additional thought to the story.

White Space
Opens up the layout and gives the reader a place to "rest" and creates interesting graphic shapes.



Deck or Dek
A short sentence on what the article is about to lure the reader into reading the story. Also can be an added design element in conjunction with the headline.

Byline
Who wrote the story. It can also serve as an interesting design element.



Body Copy
The main text of the story. For your entry in the competition, you don't have to write or use an existing story. Use "dummy" or placeholder text.

Be sure to check out spd.org/student-outreach for more great tips and helpful information.