Client	Magazine Publisher (Fictitious)	Job #	**GD-05-Magazine-Cov**
Desc/Title	Magazine Cover	Designer	
Specs	8.25"x 10.75" (+ full-bleed .125")	ID #	
Colors	4C (CMYK), 300 ppi	Deadline	
		Start	End

Competency/Task:

Given specifications and copy, **design and prepare an original 4-color layout** (complete magazine cover redesign). Use *InDesign* or *Illustrator* for primary layout tool.

Instructions

1. **First view:** www.lynda.com/Illustrator-tutorials/Designing-Magazine-Cover/109688-2.html
    This will give a step-through guide to different workflows and point out things to consider.
    Your design will be original and, other than having similar specs, not look like the tutorial.
2. **Layout** a minimum of 10-15 thumbnails. **Sketch out** best 2-3 roughs (pencil or black pen), at
    least half-size of the final, to verify positioning of layout elements.
3. **Discuss thumbnails/layout** with instructor; choose the best concept, acquire approval.
4. After selection of concept **prepare 1 full-size computer layout** in *InDesign* or *Illustrator.*
5. **Submit digital files:**   CMYK PDF (LoRes) = (High Quality Print, 150 ppi, no marks, @100%)
    CMYK PDF (HiRes) = (Press Quality, 300 ppi, all marks, @100%)

Criteria/Required Elements

Masthead: Use magazine name from a sample cover... either match font or create new masthead.
Articles/Cover Lines: Use copy from a sample cover, or write original copy (NO Lorem Ipsum).
Incorporate at least 6-10 article teasers (cover lines).
Other Elements: Include barcode, volume/issue/date info, pricing, label space, etc.
For main imagery: Utilize photographic image(s), graphics and/or illustrations to enhance
design and convey a style-appropriate look. Solve any photo correction issues with *Photoshop*.

Supplemental Information

This is an excellent opportunity to demonstrate strong typographic as well as imagery skills. Magazine covers have a double duty of enticing the reader (potential buyer) to: 1) pick-up the publication 2) open/read/buy the publication. Your creative concept and design should compel the reader to become intrigued enough to want more information about topics within the publication.

Grading Factors

- Procedural/Specification Accuracy • Concept Quality • Design/Layout Effectiveness
- Art/Photo/Illustration Usage • Proficiency/Production Speed