

II magazine redesign

This project draws on recent attention to (1) grid and tables; (2) experience with multi-page document (poetry); and earlier and ongoing attention to typographic detail (including typeface selection, and niceties like “old style” numerals, &c.), in the design of a magazine.

A magazine’s primary functions are to:

- entertain / educate (these are not so different as to require a separate line for each)
- provide a framework for advertising
- gather an audience (by magazine topic, style), and sale of that audience’s attention to advertisers
- present reference material in a logical and easy-to-use format

With those functions in mind, we will familiarize ourselves with *Monocle*, and then propose a redesign — on some basis that we can articulate, i.e., different audience, airier, larger, etc.

This round each student will get a different copy of *Monocle*, some from its earlier years (it debuted in March 2007), some more recent.

the work

Design several components for *Monocle* including:

- 1 cover with banner
 - 2 table of contents page (need not include all contents)
 - 3 one feature — or minimum 2-page — story:
 - 4 observation page — concluding essay by editor Tyler Brûlé
- however —*
- 5 But before we begin, copy (perfectly) the last “Observation” page in the magazine. I will provide text (from issue # 48, on the “laptop ambassador”).

Regarding sections 1-4, the instructor will provide the copy as text files. You’ll need to tell him which feature article you wish to work with, after you’ve examined the issue

All copy is provided as text file(s). You may need to remove hard “returns” (although I’m hoping this won’t be necessary).

Layouts must be consistent and governed by master pages; all typographical elements are to be consistently governed by paragraph styles.

Your redesign need not use Plantin and Helvetica, but you should be able to justify your decisions. You may scan and reuse — low resolution ok — images found in your issue, or may provide other images, including images originated by you.

Start by examining the **monocle.com** website, but you’re welcome to take the design in very different directions, so long as you can talk about your purposes.

WHAT WHEN

- | | |
|------------|-----------------------------------------------------------------------|
| Mon 21 Nov | review music and memory glossary;
new exercise (magazine redesign) |
|------------|-----------------------------------------------------------------------|

Weds 23 Nov no class

Mon 28 Nov present “Observations” page with next (provided) copy, as close as possible to the typographic presentation that you find Plantin, Helvetica, column widths, margins, leading, etc).

present magazine redesign ideas (need not be done on computer, but must be detailed enough to understand)

Monocle

Monocle first appeared, to some fanfare, in March 2007. It issues ten print editions a year, and also maintains a website, some content for subscribers only. The magazine has evolved; the website has evolved even more, to include a weekly soundcast, also daily short items (the Monocolumn). Based in London, it is subtitled “A briefing on global affairs, business, culture & design.” The magazine was conceived and is headed by Tyler Brûlé, who previously had created the magazine *Wallpaper*, also writes the weekly “Fast Lane” column in *FT Weekend*. Brûlé is smart, disciplined and flamboyant. The magazine might be described as zen scandinavian hedonism, mixed with a design/urban planning/news (as opposed to “media”) orientation.

Here is its self-description —

Launched in February 2007, *Monocle* is a global briefing covering international affairs, business, culture and design. Headquartered in London with bureaux in Tokyo, Sydney, Zürich and New York, *Monocle* appears 10 times a year in print and is updated constantly at monocle.com. Developed for an international audience hungry for information across a variety of sectors, *Monocle's* team of award-winning editors and correspondents have been drawn from The New York Times, The Independent on Sunday, the BBC, CBC and a host of other news and current affairs outlets. More of a book than a magazine, *Monocle's* designed to be highly portable (it's lightweight and compact) and collectable (it's thick and robust). On-line, the focus is on broadcasting with a wide array of films, slide shows and audio reports. Edited by *Wallpaper* founder and *financial Times* columnist Tyler Brûlé, *Monocle* offers a comprehensive global briefing under a single editorial brand. In print and online, writers and photographers are dispatched to over 50 countries every issue to deliver stories on forgotten states, alluring political figures, emerging brands, fresh forces in popular culture and inspiring design solutions.

the sections

A Affairs

A global mix of reportage, essays and interviews with the forces shaping geopolitics.

B Business

Devoted to identifying opportunities and inspiring the reader.

C Culture

With a tight group of opinionated columnists, reviewers and interviewers, Culture delivers the best in film, television, music, media and art.

D Design

Bypassing hype, Design is dedicated to unearthing emerging and established talent.

E Edits

Bite-sized and thought provoking, Edits are vital life improvements curated in a fast-paced well-researched collection.

Monocle was panned by Rick Poyner in *Eye Magazine* 64 (Summer 2007) —

Tyler Brûlé's high-flying monthly promises a cool, global perspective, but its attitudes to consumption are grounded in the 1980s

<http://www.eyemagazine.com/opinion.php?id=150&oid=396>

And then there's this impressed, skeptical, and somewhat tone-deaf assessment of the magazine's editorial/advertising relationship by David Carr (New York Times, 24 August 09) —

“Monocle : A Magazine, an Attitude”

So far, the willingness of Monocle to kick down the walls in terms of a different kind of partnership with its advertisers does not prevent it from being a highly readable, thought-provoking magazine. But you have to wonder how it might look in less nimble, more craven hands.

www.nytimes.com/2009/08/24/business/media/24carr.html?scp=1&sq=monocle%20magazin...

The editorial content of the magazine has been evolving, with more short articles and sponsored (advertorial) features, and less in the way of in-depth reportage. One reason for this may be the growing importance of online (streaming) radio and video programming.

requirements (in addition to above)

headers (where appropriate)

running footers

type treatments for heads, subheads, captions, callouts, etc.

photo treatments (including captions) + other graphic elements

grid: margins, columns, gutters, horizon line, etc.

horizon line — *The position on a page where contents are placed to establish a consistent pattern, so that the reader can reliably anticipate the starting point of sections, departments, or features. This “eye line” or “sight line” is established so the point of focus consistently lands at the same place on successive pages. Inconsistent placement tends to frustrate and alienate readers, but the horizon line can be varied by typography and imagery, including ruled lines. See sinkage, optical center, layout, grid, modular make-up, attic, headpiece, skyline.*

sinkage / sink — *The amount of space left blank at the top of a page, additional to the normal margin, before the first line of type, usually to set apart the chapters or subdivisions of a publication. See attic, horizon line, headpiece, heading, title page, optical center.*

skyline — *A headline, cover line, bulletin, teaser, hook, or story set above the nameplate on the front-page of a publication for maximum visibility. A significant story which is text dominant, such as fact or emotion, will be used in this manner, because it lacks the visual elements that will draw a reader into the account. Compare strap, kicker, attic, corner snipe; see subhead, heading, horizon line, optical center.*

from A Glossary of Publishing Terms

<http://www.contexture.ws/PUBTERMS/INDEX.HTM> (accessed 24 September 2008)

instructor provides copy, some images (that might be complemented by your own, assuming they are appropriate)