

Looks Do Matter

understanding magazine design language

leonard woolsey . the daily news . galveston, tx



q: what is a magazine?

magazine | 'magə,zēn ,magə'zēn |

noun

- 1 a periodical publication containing articles and illustrations, typically covering a particular subject or area of interest: *a car magazine* | *a women's magazine*.



q: what is a magazine?

magazine | 'magə,zēn ,magə'zēn |

noun

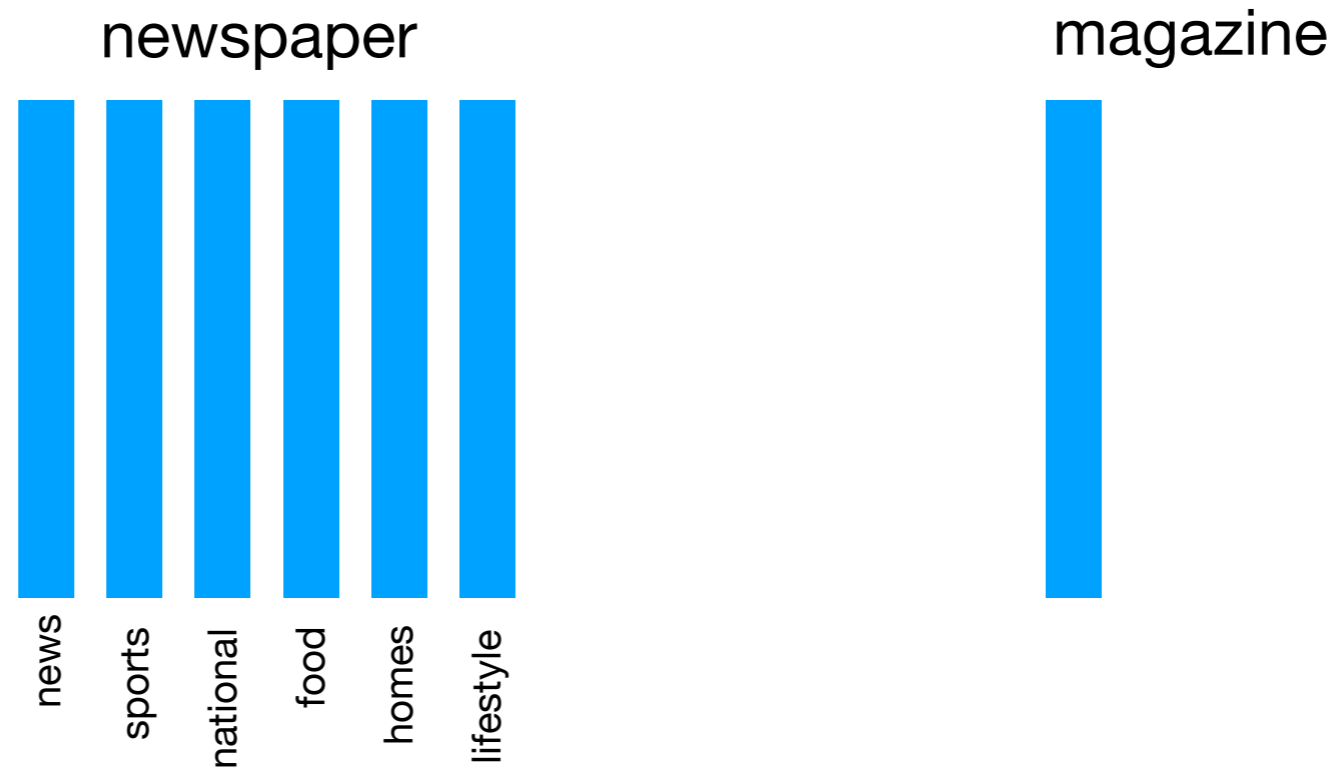
- 1 a periodical publication containing articles and illustrations, typically covering a particular subject or area of interest: *a car magazine* | *a women's magazine*.

ORIGIN

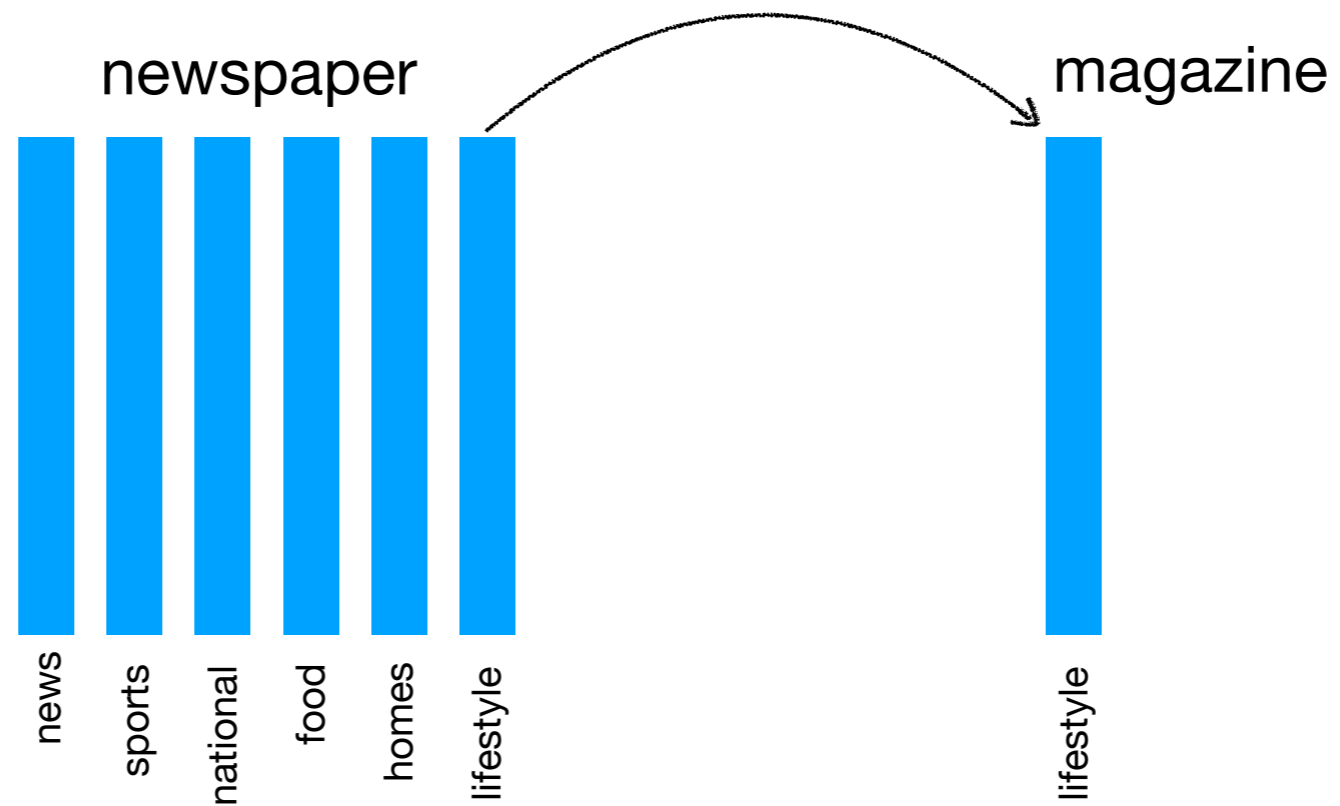
late 16th century: from French *magasin*, from Italian *magazzino*, from Arabic *maḳzin*, *maḳzan* 'storehouse,' from *ḳazana* 'store up.' The term originally meant 'store' and was often used from the mid 17th century in the title of books providing information useful to particular groups of people, whence **SENSE 1** (mid 18th century). **SENSE 3**, a contemporary specialization of the original meaning, gave rise to **SENSE 2** in the mid 18th century.



q: what is a magazine?



q: what is a magazine?



q: what makes a magazine?

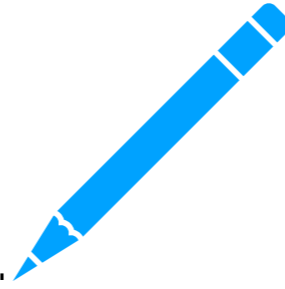
common misconceptions

- ✓ glossy paper
- ✓ colorful photos
- ✓ fonts gone wild



q: what makes a magazine?

note to self...



the world does not need another crappy magazine.

the world does not need another crappy magazine.

the world does not need another crappy magazine.



q: what makes a ^{great} magazine?

reality check

- ✓ identifiable audience
- ✓ compelling content
- ✓ emotive packaging



q: what makes a ^{great} magazine?

✓ identifiable audience

- editorially
- advertising



q: what makes a ^{great} magazine?

✓ compelling content

- editorially

- advertising



great
q: what makes a magazine?

✓ emotive packaging

● editorially

● advertising



q: what makes a ^{great} magazine?

✓ design language

● consistent

● identifiable



great
q: what makes a magazine?

✓ design language



great
q: what makes a magazine?

✓ design language



LOOKS DO MATTER
GPA - May 31, 2019
Jekyll Island, GA



great

q: what makes a magazine?

✓ design language

cover : 3 fonts

interior : 3 - 5 fonts

body copy : 1 font

headlines : 1- 3 fonts

promotional : 1- 3 fonts



q: what makes a ^{great} magazine?

✓ design language



yes



no



q: what makes a ^{great} magazine?

✓ design language

successful design language = consistency in choices

{ font families
photo treatment
body copy
headlines



q: what makes a ^{great} magazine?

✓ design language

learn to say...

no



q: what makes a ^{great} magazine?

✓ design language

learn to say...

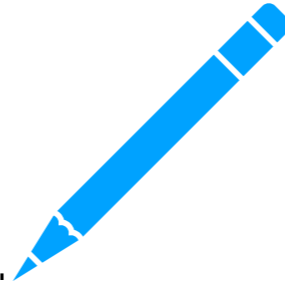
no

- *photos with borders*
- *inconsistent presentation*
- *to fonts gone wild*



group participation moment...

note to self...



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be strong.

good is not good enough.

get uncomfortable.

have fun.



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