Looks Do Matter

understanding magazine design language

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q: what is a magazine?

**magazine**  | ˈmæɡəˌzēn ,mæɡəˈzēn |
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?

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ORIGIN
late 16th century: from French magasin, from Italian magazzino, from Arabic magzin, makzan 'storehouse,' from kazana '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 magazine?

- identifiable audience
- compelling content
- emotive packaging
q: what makes a magazine great?

- identifiable audience
- editorially
- advertising
q: what makes a magazine great?

- compelling content
- editorially
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q: what makes a magazine?

- emotive packaging
- editorially
- advertising
q: what makes a magazine great?

- design language
- consistent
- identifiable
q: what makes a magazine?  

✓ design language
q: what makes a magazine great?

- design language
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 magazine?

✅ design language

great

yes

no
q: what makes a magazine?

- design language

successful design language = consistency in choices

- font families
- photo treatment
- body copy
- headlines
q: what makes a magazine?

- design language

learn to say... no
q: what makes a magazine?  

- design language

learn to say... no

- photos with borders
- inconsistent presentation
- to fonts gone wild
group participation moment...

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.
be strong.
good is not good enough.
get uncomfortable.
have fun.
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