

E D I T O R I A L

Quarter 6

Project 2.2

Week 4

Objective:

Introduce student to editorial product design and the idea that magazine racks are as competitive as the grocery shelf. Project allows student to act as designer/editor to utilize and manipulate not only form, but content.

Lecture Outline:

Editorial Design
Brand Positioning
Merchandising
Point of Sale

EDITORIAL

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Assignment:

Develop the cover for the Spanish lifestyle magazine “VIVO”. Highlight your article on the Catalonia Region as the feature article. Refer to additional articles as provided.

Magazine size: 225mm x 300 mm

Chose from cover photos provided

Use the magazine logo provided.

Use copy as provided for additional articles.

EDITORIAL

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Guggenheim Museum, Bilbao, Spain

EDITORIAL



Costa del Sol



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Lecture(s) / Procedure:

8:00am Project Intro Mondays
Lecture

8:00am Other Mondays
Individual Consultations

11:00am Wednesdays
Interim Critiques
Group Discussion

11:00am Fridays
Interim or Final Critique

EDITORIAL