

## PROJECT 3 Magazine Spread Design

This project is due on Thursday, April 10 at the beginning of class.

You have to design 6 pages (3 spreads) for an entertainment magazine. The template is already created; it's an InDesign file called lastname\_firstname\_project3.indd. The magazine you work for is going to publish an in-depth package about Marvel's newest film, ***Captain America: The Winter Soldier***.

Visit the local bookstore and take a look at magazines like Entertainment Weekly and Esquire. See how they display graphics and copy in their main stories. Try not to mimic their layouts, though. Create something that follows the same style, but make it yours. You want your layout to be the right tone for the type of magazine you work for.

These pages must include the mainbar (cap\_main\_story) and one sidebar (cap\_primer or cap\_interview, which may be edited). You are responsible for creating the content for the rest of the package - possibly a synopsis of characters or a Captain American timeline, using both sidebars to fill out the space, or whatever you deem is the best way to portray this story for the readers. Feel free to add more text via your own research and writing, or from sources online (be sure to check with me about crediting external sources first, though). As a rule of thumb, the mainbar should take up more space than the sidebars. Please write your own headlines and make sure they appropriately match your layouts. The same goes for photo captions; familiarize yourself with the movie, the characters and the content in order to write accurate and informative captions.

You are free to use whatever typefaces you like. However, for body copy you should use a readable serif font (Adobe Caslon, Minion, Times New Roman...) 9.5 or 10pt and with 11-12 points of leading.

You have several photographs at your disposal. They are in the images folder. Use as many or as few as you like. You can also use other pictures downloaded from the Internet or make your own photocompositions or illustrations. Keep in mind the resolution of downloaded photos and that they may pixellate when enlarged.

Most pictures (if not all of them) should have cutlines/captions. You will need to familiarize yourself with the show, its cast and crew, and the subject matter in order to write appropriate captions. Most of what you'll need can be found on \*gasp\* Wikipedia: [http://en.wikipedia.org/wiki/Captain\\_America:\\_The\\_Winter\\_Soldier](http://en.wikipedia.org/wiki/Captain_America:_The_Winter_Soldier)

Final project files should be submitted in PDF format with Spreads selected in the PDF dialog box. Instructions for how to do this can be found in the file "HowToExportFromIndesign" in the project download folder. Please follow those directions and name your project correctly.

### Grading criteria

This project has a maximum value of 250 points. I will use these general criteria for the grading:

- The project must be completed on time .....--
- Spatial organization and hierarchy among the graphic elements .....125
- Editing techniques (headlines, captions, information).....50
- Aesthetic choices: Type and Color .....25
- Technical execution of the layout .....25
- Overall creativity .....25