Balance

When things are out of balance, they are upsetting (to say the least). Graphics and text can help to establish and maintain a well balanced page. Ask yourself "do the elements draw my attention too much to one side or the other?

Color Theme

Consistent colors tend to leave lasting impressions. Where would Time Magazine be without usual red?

Masthead

Includes the magazine "brand," the month, volume number, and acts as the primary identifier of the publication.

[Maroon, Black, Gray, White]

Vol IX   January, 2008

DAMAGE KONTROL

Teasers

Little introductory statements to attract the reader's attention, these are dispersed throughout the cover to help balance the look of the art.

Kontrol Everything!

Controlling your sound system isn't just about controlling the volume. New "smart" remotes make life grand! (pg. 116)

Yawning is Kool?

Studies show that "yawning" isn't just about trying to stay awake. According to some researchers, it's also about cooling the brain. (pg. 13)

Getting Kanned

Okay, so, what now? You've lost your job. It's not good to lose your cool too. Before you spout off and say (or do) the wrong things, consider your future. (pg. 28)

Check your spelling

Misspelled words can devestate the cover of a mazine. Why spend the time making a sweet spread when the spelling, punctuation, and sentence structure is a disaster?

Primary Element

The main spotlight falls on this element right here. This graphic is designed and located for a very specific purpose: to get your attention.

Gutters

The space that acts as a sort of "frame" for cover art. Not only does it add an attractive finish, it helps to contain design elements and to balance the work of art.

Overall Aesthetic

Is your design boring? Is it exciting? Is it relevant to the subject matter? If you're designing a cover for a surfing magazine, then you probably wouldn't want a cover story about a jump-rope competition headlining your art work.

Spacing?

Even spaces between text, wrapping text around objects, and the proper placement of elements can make or break a cover. When your inability to eyeball it" shows through, be sure to use your rulers and guides as a backup.

Items necessary for completing this project

Three thumbnail sketches must be provided (1 point)

One "comp" of the accepted logo must be illustrated (1 point)

Layers (Photoshop/Illustrator) must be properly labeled and organized (1 point)

All artworkfor the magazine cover must be original - no internet acquired logos or will be accepted. Photos of people, places, and things are acceptable (1 point)

An original "Masthead" (logo) must be created in Illustator prior to importing it into Photoshop (1 point)

Flawless "Knock outs" (areas around objects that will be deleted - the Pen Tool/Select) are required for overlapping shapes. (1 point)

Use proper and consistent color themes for the cover design. (1 point)

Combine photorealistic images with illustrations, shapes, and other elements. (1 point)

The cover must include three "teasers," text that gives a sneak preview of the magazine's contents. Make sure all spelling is correct. (1 point)

Cover must be school appropriate. Keep it clean and keep things cool. (1 point)

Cover must be saved as a PDF (Portable Document Format) file. (1 point)