Bilkent University Faculty of Art, Design and Architecture
Department of Graphic Design

GRA 209:   Graphic Design for Non-Majors

Instructor: Çağatay Alpay

Assignment 02: Magazine Design

Introduction:

In this assignment we will work on a magazine design within the scope of principles of text mechanics, page layout and grid system. Our projects will be framed by the following design areas: logotype (name of your magazine), cover and subject pages.

The goal of this assignment is;

* to understand how a designer can use the principles of text mechanics to arrange a body text.

* to learn the basics and terms of page layout design and grid system.

* to learn how a designer can use a raster (pixel) based image in a composition.

Due dates/Make-ups:

"DUE DATE IS WEEK 11".

All assignments are to be completed and submitted on time. Late projects will be accepted but they will receive a lower grade.

Grading:

Assignment I: 25%

Grading Criteria:

Work in progress,
Assignment terms,
Software usage,
Crafting (printouts),
Creativity (plagiarism),
Overall design quality.

Grading Scale:

A   (4.0): Outstanding work.
A- (3.7): Very high quality work.
B+ (3.3): High quality work. Substantially higher than average abilities.
B   (3.0): Very good work that satisfied goals of the project; clear and convincing solutions that is unique.
B- (2.7): Good work, above average.
        The basic problems posed in the project is solved individually
C+ (2.3): Just above average.
C   (2.0): Average. Original assignment approached but is not developed further.
C- (1.7): Passing but below good academic standing.
D+ (1.3): Below average.
D   (1.0): Lacks of full understanding and commitment. Little or no participation.
F   (0.0): The problem and the concepts are failed to be understood.

Assignment Terms:

* Our projects will be framed by the following design areas: logotype (name of your magazine), cover and subject pages. Your magazine can be based on any field. The choice is yours.

* These items all together are expected to reflect the overall characteristic of the magazine.

1- Logotype (name of your magazine):

As designer considering your logo (or flag or banner), you have the same set of concerns every other designer of logos has; you want to create a mark that is distinctive, recognizable, appropriate for your topic.
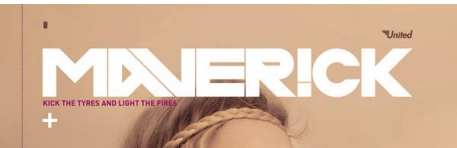
2- Cover:

There are two important goals when designing a magazine cover; the first is to attract the potential readers attention and the second is to express the content or theme of the magazine. Design a cover that achieves both of these goals and it will significantly increase the chances of the goal; a consumer purchase.
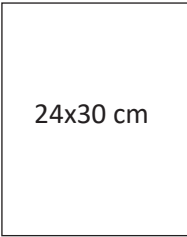

3- Subject: (2 spreads):

Subject page(s) is about a main story in a monthly magazine relating to the picture on the front cover which must be presented with materials as photos, text, etc.

Format:

Cover

24x30 cm

Subject page(s)

24x30 cm	24x30 cm