

Creating an online Magazine

- An individual assignment



Project Presentation

As future content creators, you must know your target audience and how to use different writing techniques to create interesting, educating and exciting content. This project will give you hands-on experience in just that!

For the next three weeks, you must think of yourself as a Content creator. You must make all the decisions, which are made in an editorial office of a magazine or a newspaper. You must focus on time management, deadlines and prioritization of tasks. For this project, you must create an online student magazine for your fellow students.

Demands

You must create an online magazine consisting of minimum 3 articles pr. student. You should consider your target audience. Who are they? What do they want from an online magazine? What interests them? We expect you to investigate your target audiences needs and desires in relation to the content of the articles.

You should decide upon an overall theme for your magazine.

The content of the individual articles should reflect the overall theme of the magazine. You must be aware that the articles are engaging to your fellow students.

The topics could be: Students who are in internship, students who have their own company, job openings for Multimedia students today or other relevant themes.

You must develop a visual design for the online magazine with its own universe, which means you have to decide and be able to argue for your choices of typography, imagery and color (design elements). You have to make a logo for the magazine.

You should consider how design can help you communicate the content and how you can create a design to earn the target groups attention. For that, you will need to develop a layout structure and composition, and consider how you can use illustrations, photos, etc. to support the message.

Technical requirements

Technologies: The product must be built with HTML and CSS

Semantic html: The code must be well formed with a solid semantic outline

Valid HTML/CSS: All code must be validated and without errors

SEO: Optimize you code for search engines

Performance: Page Load Time must be taken into consideration

External CSS: Structure and presentation must be separated

Code your website based on the layout you created in design. The website should be responsive as far as possible.

Case requirements

You will be evaluated based on your product, the overall concept and your ability to argue for the choice of content in relation to your target audience.

Hand-in

You must hand-in three things: A 4-page synopsis as a PDF, a PowerPoint describing the design process and an active URL to your online project.

You will find the hand-in folder in Assignments on Canvas.

Deadline: Friday, October 13 at 15:00

The synopsis must include:

Considerations in relation to target audience, content types and format.

(For instance in relation to target audience)

Arguments for the use of typography, imagery (infographics/photos/video) & color in your visual design.