Magazine Spread Project Report

Part 1: Draft

Part 1 of this Project Report will be turned in with the draft of your project. Part 2 will be completed and turned in with the final project.

Audience

Before you start a design project, you will want to determine who your audience is. This is the group of people that will be interested in your design and message. This can include age, gender, location, interests, etc. It is good to have a specific audience since this will help you make design decisions like color, images, message, etc. DO NOT say you are targeting everyone.

The primary audience for this magazine spread includes English speaking members of the Church of Jesus Christ of Latter-day Saints, men and women age 16 and above. Those interested in this article would most likely have watched General Conference or would be looking for a spiritual message or to learn doctrine of the church.
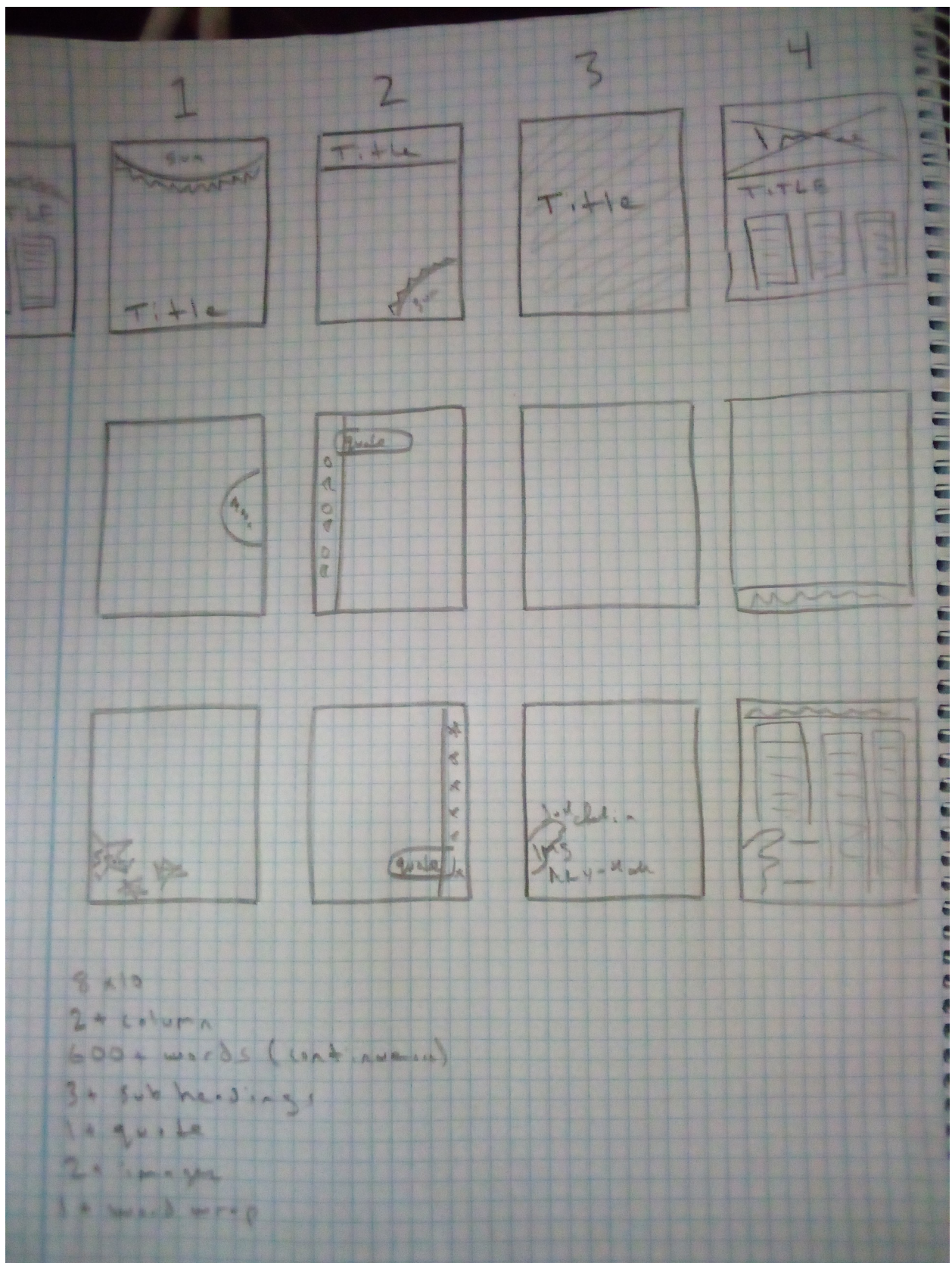
Message

After determining your audience, you will want to solidify your message. What is the one thing you want to communicate to your audience through your design?

Although there are three kingdoms of glory, it is our choices that will determine where we end up. Are you thinking Celestial?

Sketches

NOTE: You will not be sharing your sketches for the critique.
All layouts and designs required for the final project should be planned before you start working on the draft. To do this you will need to sketch out at least *3 variations x 3 required pages = at least 9 sketches.* You can take an picture of the sketches or scan them and then add them to this document. The images should be high enough quality to see the individual sketches.

1   2   3   4

Sun
Title

Title

Title

Title

Title

quote

quote

quote

Just check in
Img's
Atty - Made

8 x 10
2+ column
600+ words (continuous)
3+ sub headings
1+ quote
2+ images
1+ word wrap

Start Project Draft

After you have finished sketching you will implement your sketch(es) using Adobe InDesign. A PDF version of your finished draft will be turned in with this document. You do not need to insert your draft here, but instead, this is to let you know that you need to complete your draft as part of this assignment.

[Nothing needs to be added here]

Typography

It is important to understand what type of typefaces you are using in your draft. You will list out the typeface name and category (San-serif, Modern, Slab, Oldstyle, Decorative, or Script) of each typeface used in your draft. If the project doesn't require typography, like an icon set, you can delete or leave this section blank.
Do not use any of these fonts: Myriad Pro, Pap

Typeface #1 Name: Imprint MT Shadow
Typeface #1 Category: Decorative

Typeface #2 Name: Sylfaen
Typeface #2 Category: Modern

Color Scheme

Choose a color scheme that fits your audience and intended message. You can create your own color scheme or use a color scheme generator (Here are some resources: Kuler, Paletton, Color Schemer, Colour Lovers, Coolors). Take a screenshot and display your chosen color scheme in this document. Give a brief color strategy that explains how and where you will be using the different colors in your project.
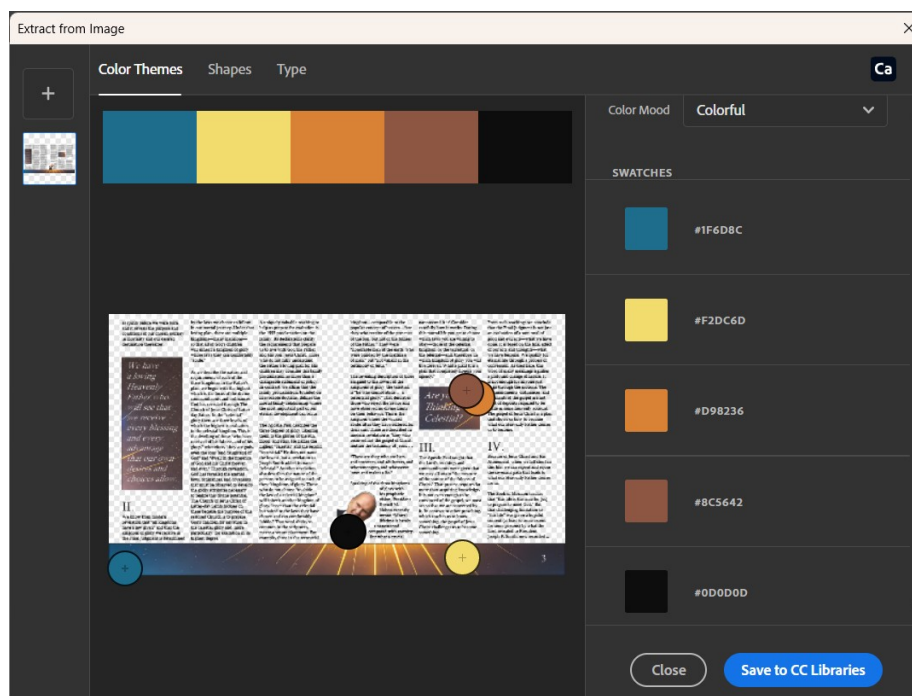
I contrasted warm colors from the sun (yellow, orange) against the coolness of space (blue). I knew I wanted an image with the three representations of glory because it would support the content of the talk. Having the spectrum of color makes the images pop on the page.

Draft Attribution

Insert imagery assets (images, photographs, graphics, etc.) attribution here. Insert an image of each asset used in your project into this document below. Provide a link to a page that showcases the original asset and license type. (See project requirements to determine which type of imagery assets you can use for this project.):

> **Borrowed/Purchased Assets Photography:** Where permitted by the project, you can borrow or purchase imagery assets. If borrowed, you will need to make sure that the asset is labeled for reuse (CC0, Creative Commons, etc), and you will need to give proper attribution. Meaning, <u>provide a link to the image.</u> <u>The link cannot be a google image search result page</u>. Purchased assets will still need to be given attribution in this document. Both types will need a link to the original download page that showcases the used asset and the license type.
>
> **Sun, Moon, Stars**
> I used a single image of sun, moon, stars for the cover which I generated in Adobe Firefly. Various parts of the same image are used on pages 2 and 3
> https://www.adobe.com/sensei/generative-ai/firefly.html
>
> **President Nelson**
> https://www.churchofjesuschrist.org/search?lang=eng&query=russell+m.+nelson&type=image&facet=all
> Usage: https://www.churchofjesuschrist.org/media-library/licenses-restrictions?lang=eng "…Downloadable media are approved for personal, noncommercial use to learn, teach, and share the gospel of Jesus Christ…."

Link to the Article

What is the web address to the article used: Kingdom of Glory by Dallin H. Oaks
https://www.churchofjesuschrist.org/study/general-conference/2023/10/17oaks?lang=eng

Creations by others

[Insert an image of each imagery asset used (images, photographs, graphics, etc.) created by someone else. Include a link to the original download page of each asset (that showcases the asset and license type) if required by the instructions above. If you used more than three visuals, copy and paste as many subsections as needed.]

Visual
Image: President Nelson
Image link: The direct link to the image was broken but from the church site, I was able to save from the query results: https://www.churchofjesuschrist.org/search?lang=eng&query=russell+m.+nelson&type=image&facet=all
License type: https://www.churchofjesuschrist.org/media-library/licenses-restrictions?lang=eng
"…Downloadable media are approved for personal, noncommercial use to learn, teach, and share the gospel of Jesus Christ.…"

Visual
Image:
Image link:
License type:

Visual
Image:
Image link:
License type:

Photos by you

[In the following section, include any images you created and used for this project. Be sure to include the date you took the image. If you took more than three images, copy and paste as many subsections as needed.]

Photo
Image: Kingdoms
Date took: 20 Oct 2023

Critique Initial Post

NOTE: You will not be sharing your sketches for the critique.

You will be creating a design draft using the outlined program, which meets all the minimum requirements for the project. After completing the design draft, you will be submitting it to the class critique thread in VoiceThread. Once you have posted your draft you will take a screenshot of it on the critique thread and include it below.

Part 1 Submission.

Save this document with Part 1 completed as a PDF (File -> Save As - > File Format: PDF) Submit the PDF in I-Learn.

When submitting this document in I-Learn you will also be submitting a PDF version of your design draft.

Part 2: Final Reflection

Completed Part 1 and Part 2 will be turned in with the final project. Part 2 can be left blank when turning in Part 1 for the draft.

Final Attribution

Proper attribution is very important in this class and in the workforce. If assets have changed from the original draft, you will need to give attribution again here for the final reflection. Insert imagery assets (images, photographs, graphics, etc.) attribution below. Provide a link to a page

that showcases the original asset image and license type. (See project requirements to determine which type of imagery assets you can use for this project.):

- **No Imagery Assets:** Some projects will not allow the use of images or other assets. Leave this section blank if this is the case. Reach out to your instructor if you are unsure.
- **Personally Created Assets:** No link is necessary, but an image of the asset should still be included. These images should be clearly labeled that they were created or taken by you.
- **Borrowed/Purchased Assets Photography:** Where permitted by the project, you can borrow or purchase imagery assets. If borrowed, you will need to make sure that the asset it is labeled for reuse (CC0, Creative Commons, etc), and you will need to give proper attribution. Purchased assets will still need to be given attribution in this document. Both types will need a link to the original download page that showcases the used asset and the license type.

[If assets HAVE NOT changed from those listed for the draft (Part 1 of this document), you may simply state this here. If assets have changed, insert an image of each imagery asset used (images, photographs, graphics, etc.). Also, insert a link to the original download page of each asset (that showcases the asset and license type) if required in the instructions above.]

In addition to the assets I attributed in my draft above, I have added two additional images both of which are photos I took last year.

Image:

Date took: 18 Oct 2022

Image:
Date took: 18 Oct 2022

Target Audience Appeal

Include an explanation of how/why this design appeals to your target audience you outlined in Part 1 of this document.

This design appeals to my target audience because it is organized and easy to read. The imagery used is engaging and supports the content of the article. The use of President Nelson is relevant to the text and also a reminder for everyone who watched conference this year of the inspired words he shared.

Main Design Decisions

Include an explanation of some of the main decisions you made when creating your design.

My initial purpose when I created this design was to get the reader's attention. For this reason, I focused on getting the front page "right". I wanted something that was a balance between image and content. I made the title big and clear. I wanted to provide as much information as possible in the limited space. For that reason, I chose to include three paragraphs of text on each page. However, in order to not lose the reader in a sea of text, I broke up the information with quotes that were easy to read and at the same time matched the design on the cover.

Design Analysis

Include an explanation of how you used principles of design, color, typography, and photography to enhance your design.

Contrast

The fonts I chose contrast in style. I used a serif for the body text and a decorative font for the title, author and subheadings. The first page uses a light font on a dark background while the second and third pages reverse this with a dark font on a light background.

Repetition

The rays of sun on the cover are repeated on the second and third pages. The same quote style is repeated on the second and third pages. The angle of the third page upper corner image has an angle similar to the rays of sun below. Also, the title font is repeated in the subheadings.

Alignment

Paragraph content, subheadings, quotes are all left aligned. I intentionally angled President Nelson towards the "Think Celestial" quote so as to draw the reader's attention upward and to the center of the page. Likewise, the rays of light below draw the reader up towards President Nelson. The sun on the front cover is off center (rule of thirds) and the leading lines draw the reader to the sun.

Proximity

Subheadings show belonging by placing them closer to the text below than to the text above. The space between the title and the two lines of the title was also reduced in order to show that even though the font on the second line is smaller, it still belongs to the title. Likewise, the author is closely related and is therefore in close proximity to the title as well.

Color

The dark black and blue cool colors on the cover contrast with the warmer yellow/orange of the sun. The same colors warm and cool are used through the work in order to make a bold impression.

Part 2 Submission

Save this completed document as a PDF (File -> Save As - > File Format: PDF)
Submit the PDF in I-Learn

When submitting this document in I-Learn you will also be submitting a PDF version of your final design.