

## D. DETAILED OUTLINE:

*In this step, we will discuss in detail each component and its requirements within the assignment.*

Before proceeding with writing or designing, the priority must be to establish a clear outline for your magazine. This translates to profiling the components, assigning each one with its number of pages, and determining the layout of every part. Once a clear executive vision is achieved, you can start composing your magazine.

**TIPS:** Spend an extended amount of time on [these websites](#), [Dribbble](#), Pinterest or wherever you get your creative incentive from to learn more about how to design your magazine's outline. Depending on your chosen topic, art direction and personal preference, the stylistic spine of this artifact will vary; however, don't shy from combining one or two alternative elements from other branches as well because it might enhance the aesthetics of the magazine.

It is also noteworthy that you must **pick out your framework** to apply as lenses in your articles. Not only will their application showcase your thorough understanding and research, but it will concurrently prove your ability to dissect problems according to the given academic perspective. To illustrate, you've decided to write about "ao dai" and its cultural significance in Vietnam, and since it relates to concepts such as gender performativity (women and men view and wear ao dai differently) and hegemony (wearing it is considered an unmissable tradition especially for females), you can choose to apply any one you see fit. Remember, only when you see that you understand and can write about both the framework and one specific aspect of the topic should you pair them together in your article.

Regarding InDesign, videos like [this](#) (from LYH Studio on YouTube) help with understanding the basics. You are not expected to do excessive designing or illustration, but to cover the fundamental aspects, commands and tools within the program. There are a plethora of guides and instructions concerning InDesign on YouTube, it is commendable to learn from these resources.

### 1. FRONT COVER:

These are elements that one should guarantee appearance on a magazine's front cover:

- *Cover artwork:* Whether it's a photo, illustration, drawing, design or otherwise, this artifact should be the centerpiece of the front cover as well as a background for other elements. The image can take up  $\frac{3}{4}$  or an entire page, but no less as that risks compromising the eye-catching aspect of it. It should have an obvious object or person as the center of attention, portraying the magazine's topic.

**TIPS:** When choosing how this element is presented, do pay attention to its coloring scheme. To make your typography clear and easy to follow, you should achieve harmony between colors. Avoid vibrant colors such as green or yellow, opt for darker tones like navy blue and gray. Neutral ones, namely black and white, almost always work well but might not be suitable for specific types of magazines.

# REISE

VOL. 10 | OCTOBER 2020

## THE SECRET BEHIND THIS TRAVEL

How to travel with  
a small budget

## THINGS TO DO IN THE MOUNTAIN

Discover places to  
explore, attractions

## TRAVEL TIPS & ADVICES

Make travels much  
easier for you

The diagram illustrates the components of a magazine cover using a sample cover for 'NOISE' magazine. The cover features a black and white portrait of a woman wearing a white headscarf and a white turtleneck. The magazine title 'NOISE' is prominently displayed in large, orange, serif capital letters at the top. Below the title, the text 'FASHION AND TRAVEL MAGAZINE' is visible. The cover also includes several lines of text: 'Volume 10, Issue 3 Summer 2020' at the top left; 'OVID MODITAE CTOTATI ONSEDIST LIQUUNT' on the left side; 'STYLE ALITE MUS AUT' in large, bold, orange letters in the center; 'Aliquod ignimnis cupiat haribuscit eos volorpor magnatem.' below the style title; 'ANDAM DOLUPTA SEDITA IUNT' on the right side; 'CUTEM VENDES LOAK ANDAM OPIM' below the right-side title; 'TRAVEL SOLLABO' in orange at the bottom right; 'From London, New York, Vienna to Africa, India, Australia and Vietnam, 100 stories.' below the travel title; 'noise.com' and '\$4.95 (cover price)' at the bottom left; and a barcode at the bottom left.

**ISSUE AND DATE LINE** → Volume 10, Issue 3 Summer 2020

**MASTHEAD** → NOISE

**MAGAZINE DECK** → FASHION AND TRAVEL MAGAZINE

**MAIN IMAGE** → [Portrait of a woman wearing a headscarf and turtleneck]

**LEAD ARTICLE LINE** → STYLE ALITE MUS AUT

**WEBSITE LINK PRICE** → noise.com \$4.95 (cover price)

**BAR CODE** → [Barcode]

**SUPPORTING COVERLINES** → ANDAM DOLUPTA SEDITA IUNT  
CUTEM VENDES LOAK ANDAM OPIM  
TRAVEL SOLLABO

- *Masthead*: The name of your magazine/magazine issue
- *Issue and date line*: These elements can be randomized, but you should pick details pertaining to your assignment's information (e.g. date line can be the submission date)
- *Article titles and short summary (5-10 words)*
- *Miscellaneous*: these aspects can improve aesthetics if added
  - Barcode: you can generate random barcodes online

- Magazine deck: normally you can categorize the magazine in this section (e.g. traveling and touring magazine)
- Price: name an imagined price for your magazine to make it realistic

**TIPS:** Create a header which includes the magazine title, volume, issue and its date alongside a footer for the page number. You can experiment with the position of these elements as they're crucial to the design of a page.

## 2. INTRODUCTION:

For an aesthetic and compelling introductory segment to the magazine, it should have these two components (one on each page)

- *Pullout quote on a large scale image* => Grab the reader's attention with the most critical sentence
  - There are various ways of accomplishing this step, from spreading the image across two pages as a backdrop for your quote and paragraphs to using many images overlapping each other and then putting your quote in the center image.
  - For the pullout quote, make sure it is **not too lengthy** (over 15 words) but straightforward and concise in its message. The reader should be able to have a general grasp of what to expect, since that is the introduction's purpose.
  - Ensure the **typography** of the quote stands out. You can manipulate fonts and typefaces to create your desired typographic style.
  - Backing up the quote with **academic sources** gives it a sense of credibility. Additionally, tackling the issue head-on (e.g. your chosen topic is a tourist guide to Ha Long, then for example mentioning Ha Long as a one of the most beloved provinces in Viet Nam for its scenic attractions is an ideal approach - to-the-point and demands reader's attention).
- *Introductory paragraphs:*
  - Regarding the number, two to three paragraphs work best as you should only dedicate one full page (including the large "Introduction" title) to this part.
  - The first paragraph's suggested structure:
    - Elaborating the **history/meaning/origin** of your chosen topic (2-3 sentences). To illustrate, if yours is "áo dài" and its cultural importance, begin by explaining what the word stands for in Vietnamese, then the next sentences carry on with its first appearance or when it first became widely recognized.

### Example:

#### *The History of Áo Dài*

- The áo dài's history began in 1744 when Lord Nguyễn Phúc Khoát of Vietnam's Inner Land introduced a front-buttoned gown with trousers, leading to the modern áo dài. In the 1930s, Vietnamese artist Le Mur Nguyễn Cát Tường revamped it into a two-part, ankle-length, fitted dress, initially met with hesitation. After Queen Nam Phương adopted this style, it gained popularity among urban women, signaling a shift to a more contemporary design.

<https://vietnam.travel/things-to-do/ao-dai-vietnam>

#### *What the Word Stands For*

- **Literal Meaning:** In Vietnamese, "Áo Dài" literally translates to "long dress" or "long shirt." It represents a garment that covers the body from the neck down, elongating the wearer's figure.
- **Cultural Significance:** Beyond its literal meaning, Áo Dài has come to symbolize Vietnamese cultural identity, elegance, and grace. It is a representation of national pride and the beauty of Vietnamese traditions.

#### First Appearance

**Historical Records:** The first known appearance of the garment resembling the Áo Dài can be traced back to the 18th century. However, the version of Áo Dài known today, with its characteristic tight-fitting tunic and long panels, was popularized in the early 20th century.

**Influences on Design:** The design was influenced by both indigenous Vietnamese styles and French colonial fashion, combining elements of both Eastern and Western aesthetics.

<https://sincerelyvinunians.vinuni.blog/yha-aodai/>

#### *When It First Became Widely Recognized*

- **Rise to Prominence in the 20th Century:** The Áo Dài first gained widespread recognition in the mid-20th century, especially during the 1950s and 1960s. This period saw the rise of designers like Nguyen Cat Tuong (Le Mur), who modernized the Áo Dài, making it a symbol of both national identity and modernity.
- **International Exposure:** The Áo Dài garnered international attention during various cultural exchanges, fashion shows, and through its presence in the global media. This exposure helped solidify its status as a national costume and an emblem of Vietnamese culture.

<https://vietnam.travel/things-to-do/ao-dai-vietnam>

- Description of **contemporary views/values/properties** of your chosen topic (3-4 sentences). It is commendable to delve into the transformation of “ao dai” throughout the years up until now, its popularity and standing within the social structure of Viet Nam and the influence it has or the meanings it implies nowadays.

#### **Example:**

- **Transformation of Áo Dài:** Originated as a traditional five-part dress, the Áo Dài evolved through Le Mur Nguyễn Cát Tường's 1930s redesign into a modern, fitted garment, continuously adapting with current fashion trends.
- **Popularity and Social Standing:** The Áo Dài, symbolizing Vietnamese femininity and elegance, is integral to formal events and everyday life in Vietnam, representing national identity and cultural pride. -> It's a staple for formal occasions like weddings and Lunar New Year celebrations, as well as being used in schools, offices, and casual settings.
- **Influence of Áo Dài:** As a cultural ambassador, the Áo Dài influences global fashion and art, shaping gender perceptions and social norms in Vietnam, and reflecting the nation's blend of tradition and modernity.

<https://vietcetera.com/en/the-evolution-of-the-ao-dai>

<https://en.vietnamplus.vn/ao-dai-a-cultural-symbol-associated-with-vietnamese-women/182954.vnp>

- It is pivotal to also incorporate **scholarly sources** to clarify any and all terminologies used. As “ao dai” is a commodity and subject to trade, purchase and sale, you must give an academic definition of what “commodity” entails alongside relevant information. Research, research, research.

Example: Waters argued that Dickens' Household Words proposed the notion of a 'dress is now conventionally understood to be a sign of identity, even when serving as a disguise, the discussion of clothing in the journal suggests the new power of the commodity not simply to express or reflect, but rather to constitute modern subjectivity' (Waters 2007:30).

- The second paragraph's suggested structure:
  - Now that you've established the premise of the issue, it is recommended to **redirect the narrative** back to the reason for this magazine's existence.

**Example:** The magazine delves into the evolution of the Áo Dài, illustrating Vietnam's cultural journey from tradition to modernity. This exploration resonates with a shared heritage and underscores Vietnam's influence on the global cultural landscape, aligning with the publication's dedication to celebrating diverse and dynamic cultural histories worldwide.

- If you desire to discuss the downside of your selected social matter, you should use the first two sentences of this paragraph to **divert the topic of discussion**. Otherwise, zooming into the nuance/aspect you chose to research on works fine.

**Example:** What people misunderstand about "áo dài" and its implications on traditional women  
*Diverting the Topic to Misunderstandings About Áo Dài*

- Misconceptions: A common misunderstanding about the Áo Dài is that it is solely a symbol of traditionalism and conservatism in Vietnamese culture, overlooking its role as an evolving fashion statement that adapts to modern trends.
- Overlooked Diversity: Another misconception is the idea that the Áo Dài is uniform in style, failing to recognize the regional and historical variations that showcase its diversity.

### *Implications on Traditional Women*

- Stereotyping Women: These misconceptions can lead to stereotyping Vietnamese women who wear the Áo Dài as strictly traditional or conservative, ignoring their individuality and the garment's contemporary relevance.
- Fashion vs. Tradition: The balance between embracing the Áo Dài as a fashionable attire versus a symbol of cultural heritage can create a dichotomy in how traditional Vietnamese women are perceived, both within and outside their communities.

- Outline any **trend or tendency** surrounding your topic (1 short sentence). Perhaps young people are straying away from wearing ao dai, or ao dai is adapting itself to new versions and styles; mentioning this gives further context to your articles (if you choose to write about the trend of course).

Example: The modern adaption of the ao dai, dubbed the "innovative ao dai", has been the center of public attention due to its long-sleeve design and a newly stylized round neck (VietReader 2023).

- **Pose questions!** Like a research paper, you must state your research questions that your articles give answers to.

Example: you have an article dissecting why young people are moving away from donning ao dai, then you should write "Could the iconic ao dai be falling out of favor among generation Z?"



- The **concluding sentence** should follow this format: “This magazine will attempt to provide answers/discuss these topics through the lenses of [insert your academic framework used in your magazine]”. However, you do not need to explain these frameworks in the introduction.

### 3. STATISTICS & INFOGRAPHICS PAGE:

For this part, statistics, data and reports on your selected social issue are presented. These facts and figures give the marker an arithmetical perception as opposed to the descriptive one in the introduction. Below are some examples on the layout and design of this two-page segment:



In addition, there are a few rules of thumb that should be reviewed upon carrying out the design:

- Make the numbers **big and easy to see**. Besides just increasing the font size, try highlighting your statistics with alternative colors that stand out or with different typefaces (bold, italic, etc.).
- Every single number or fact **must be extracted from a credible source**. From scholarly sources on library databases or government reports, no piece of information should be left assumed for “thought of”.
- Try **not to register** too much or too few facts and figures. For a healthy, informative and general view of the matter, aim for 6-8 pieces of data. Moreover, obtain those that are applicable to your articles’ subjects, making sure that they are diverse in tackling a range of nuances within your chosen issue. The second picture might be too much information,
- Useful sources of information:
  - Google Trends, Google News, Google search results

- Scholarly sources available on library databases
- Statista
- Government reports, censuses
- Newspaper articles (only credible ones)

Example:

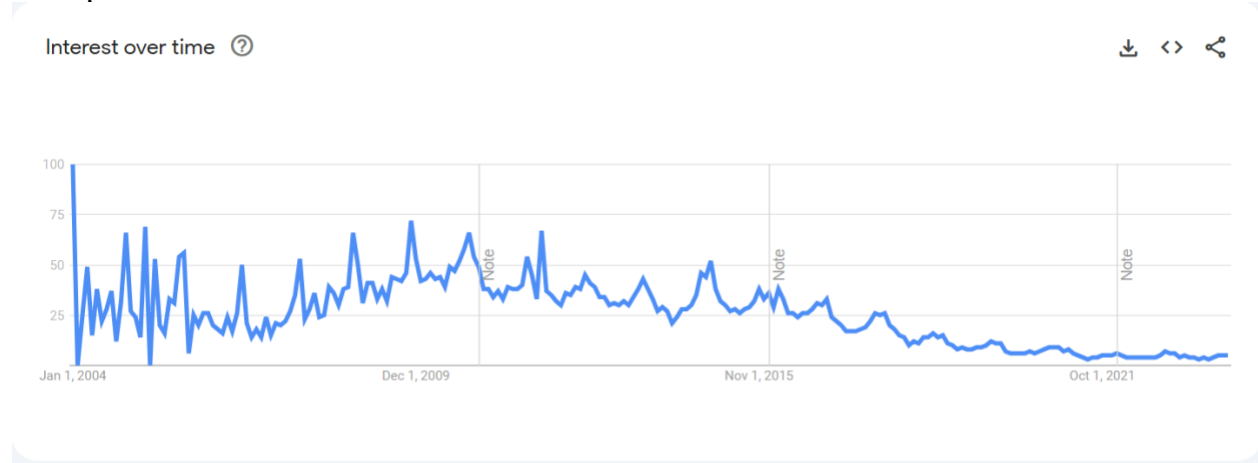


Figure 1: Interest in “ao dai” as a search term from 2004 to now, adapted from Google Trends

**TIPS:** Only utilize sources compiled in the last 5 years!

#### 4. WRITING YOUR ARTICLES:

Below is a proposed approach in composing an article (450 to 500 words is recommended):

- *Introduction (1-3 sentences):*
  - Bring out your most **striking information** regarding the issue (like newspaper articles often do). If this style isn’t suitable, you can write a generic introduction as well.
  - Give your **thesis statement** which has the article’s topic, the academic frameworks used as lenses and the article’s aim.

Example: Only X% of Vietnamese females wear ao dai once a year [insert source], which means there exists a part of Vietnamese society that has not worn the iconic dress in their lifetime... To elaborate on this factual situation that is happening in contemporary Vietnam culture, the two theories Y and Z will be applied as lenses.

- *Body:*
  - Define/Explain your **chosen academic frameworks** (2-3 sentences/framework)

Example: Hegemony ‘is used to suggest a society in which, despite oppression and exploitation, there is a high degree of consensus, a large measure of social stability; a society in which subordinate groups and classes appear to actively support and subscribe to values, ideals,



objectives, cultural and political meanings, which bind them to, and ‘incorporate’ them into, the prevailing structures of power’ (Storey 2013:178).

- **Connect** your proposed frameworks to your subject by **giving real-life examples**. For instance, on “ao dai” you use the concept of hegemony, thus you should mention how the outfit was promoted throughout the past and present and how the general public view it. Bring up any norms/traditions/sayings of relevance.

Example: To say that the ao dai carries a cultural essence that is inseparable from the very first instance of its existence until modern day is an understatement. More accurately, it serves as a distinguished fashion fabric in before, during and after the colonialism of Vietnam, displaying the strongest of hegemonic attributes that stands strong against the test of time. It has cemented its state of cultural heritage in poetic expressions:

“Áo dài là áo dài ơi  
Thướt tha chỉ lắm cho trời đất ghen”  
(insert translation)

It has continued to renew itself, version to version, detail to detail, to become an iconic garment hailed in music videos, beauty pageants and festivals (insert your sources). Therefore, despite the alleged a less convincing expression of interest from the youth about the dress (an observation of Professor Thai Kim Lan) (Nhat 2023), its graceful adaptations with time and change is still ‘appreciated by the young and old alike’ (Vietnam Travel n.d.).

- **Expand** on your **definition** of other wordings. To illustrate, if you intend to challenge the taboos surrounding drinking (“nhậu”) in Vietnam, you should explain what the words “taboo” and “nhậu” stand for.
- From your knowledge of the issue and your applied frameworks, **analyze, elaborate on and penetrate** your chosen topic. If your framework has branches or categorizations, you should also consider writing up on some of them (e.g. cultural attractiveness, media influence, or economic dominance are all aspects of soft power => discuss each element in relation to your subject).

### **Example (for Ao Dai)**

#### ***Cultural Attractiveness***

- **Symbol of Vietnamese Identity:** The Áo Dài is a potent symbol of Vietnamese culture, embodying traditional values, aesthetics, and history. Its elegance and grace have contributed to its appeal both domestically and internationally.
- **Adaptability and Modern Relevance:** The Áo Dài’s ability to evolve while retaining its cultural essence has made it an attractive emblem of a dynamic and modern Vietnam. This adaptability enhances its appeal, bridging the gap between tradition and contemporary fashion.

<https://vietcetera.com/en/the-evolution-of-the-ao-dai>

#### ***Media Influence***

- **Representation in Film and Television:** The Áo Dài features prominently in Vietnamese and international media, often used to represent Vietnamese culture and heritage. Its portrayal often reinforces cultural norms and traditions.

- Fashion and Lifestyle Media: Fashion magazines and lifestyle platforms celebrate the Áo Dài, showcasing its modern interpretations and designs. This media presence has played a significant role in popularizing the Áo Dài among younger generations and global audiences.

<https://en.vietnamplus.vn/ao-dai-a-cultural-symbol-associated-with-vietnamese-women/182954.vnp>

### *Economic Dominance*

- Fashion Industry Impact: The Áo Dài is a staple in Vietnam's fashion industry, contributing significantly to the market through both traditional tailors and modern fashion designers.
- Tourism and Cultural Economy: As a cultural icon, the Áo Dài attracts tourists interested in Vietnamese culture. Its sale and display in cultural exhibitions and tourist spots contribute to the local economy.

<https://conghuong.vn/longform-ao-dai-viet-nam-tu-bieu-tuong-van-hoa-den-gia-tri-kinh-te-du-lich-276442.html>

- After having the reader understand the context, the whys and the hows through which your topic still exists today, you are recommended to dissect **the forces that drive the issue forward**. Maybe social pressure or personal pride, stress relief or just a desire for enjoying great wine that push certain people to “nhậu” (binge drinking). It could also be the invisible force of mass media, the cheap price tags over alcoholic beverages from the alcohol industry and the lenient laws hovering over beer and wine consumption that enable drinkers to chug in more and more of these liquids.

Example (for Ao Dai): It is without a doubt ao dai represents the very best of what Vietnam can offer in the field of cultural fashion. Nevertheless, this national symbol does not “stay in one place”; instead, it readies itself for each wave of evolution: ‘going from regal to practical, from traditional to high-fashion, and then back’ (Alpuerto 2023). Four-body, five-body, Le Pho, Le Mur, raglan, and more; each stylistic design keeps up with its contemporary period in history because of its value as ‘a persistent benchmark of refinement’ (Alpuerto 2023) in Vietnam’s general historic chronicles.

- For your closing paragraph (the paragraph preceding the conclusion), if possible, **flip the problem on its head**. Does it have any advantages/disadvantages? What does it mean for current/future generations? What direction will this “popular culture” take (decline, improve, maintain)?

Example: To describe ao dai’s future, Heraclitus’ famous quote must be used: “The only constant is change”. Not only just withstanding the harsh testaments of time, the ao dai has even thrived at every turn of history to maintain its fashionable attraction among the young and elderly, women and men. As the progression of fashion in Vietnam constantly embarks on new and exciting journeys, there is no telling what unique and groundbreaking form the national dress is going to be rebirthed in. Our verdict? Don’t worry, the ao dai is here to stay, to make its claim and to impress both existing and upcoming generations.

- It is worthwhile to include **contrasting/surprising** facts and information to really challenge the reader’s comprehension. If you can produce a sense of imbalance in

the reader as he or she contests concepts they've just read, then you have come up with a decent article.

- *Conclusion:*
  - **Summarize** your key argument, alongside frameworks used and the narrative you chose to portray.
  - Give your **personal prediction** for the future development of this cultural tendency (1 sentence).

**TIPS:** Use pullout quotes throughout your argument to make key information attractive. Furthermore, give your images white spaces as they need to “breathe” and not stress the eyes of the reader.

Other (not so) miscellaneous aspects:

- Your byline: Name of author/writer
- Image captions (if suitable)
- Footer, page number

## 5. CREATING YOUR INTERACTIVE GAMES:

This part is only necessary if one aims to achieve DI+ grades. The focus is always on writing comprehensive and thorough articles. However, interactive games should definitely attempt to link back to the magazine's subjects of discussion. Every game should have an only version where you can adapt it to your magazine.

A few suggestions on games that are compatible with magazines:

- Crossword: with answers pertaining to key concepts within the magazine (e.g. ao dai, hegemony, binge drinking, gender performativity, etc.)
- Escape the maze
- Word search

## 6. BACK COVER:

Pretty much the same elements as those in the front cover, but for the back cover you should present less. The layout should still comprise a background image, the magazine's title, volume and issue as they're key components.