

C. DETAILED OUTLINE:

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

1. FRONT COVER PAGE:

Depending on your chosen topic and stylization, the magazine's cover is as creative as you allow it to be. Should there be any recommendation, the following points can be considered:

- **Less is more.** Try not to apply too many contrasting colors but rather go for 2-3 main colors which appear throughout the magazine.
- **Big title!** Don't be afraid to make your magazine title or series title stand out since along with the illustration, this element is going to draw attention from readers first and foremost.
- **Add articles' titles and short descriptions of them.** These summaries should only be under 10 words, capturing the essence of what each article discusses.
- Be certain to **create harmony** between colors and typography. Your words must be enabled by background coloring so viewers can read them easily; for example, black lettering on white background makes for a straightforward, eye-soothing reading experience.

TIPS: Regarding typography, aim for **2-3 fonts** to use throughout the magazine. Using only a single font will reduce diversity and increase plainness, while more than 3 will cause inconsistency and fragmentation. Ideally, select one for headlines/titles, one for subtitles/subheadings/pull-out quotes, one for normal text.

2. DESIGN ELEMENTS:

[This article](#) conveys key elements to factor in your layout of a magazine article. However, be as creative and imaginative as you can when it comes to constructing a layout because each article in your work should have its own style and execution.

Your grid layout should be **in accordance with** the number of columns you intend to impose. For example, **two-column or three-column** are the two popular ways to organize your texts. Be sure to not alternate between one or another and to stick to one approach only because it creates alignment across the pages.

For your photos, illustrations, and artworks, make certain you can **explain their placements** in a layout of a page (why do we put this here, not elsewhere?). For instance, a panorama should not be contained in only a corner of a page as it belongs to wider spaces. In addition, experiment with different photo positioning. A landscape picture can be laid out on two whole pages to emphasize its width.

TIPS: Distill your vision for the magazine from inspirations. Go on websites such as [RMIT Showcase](#) or Pinterest to learn more about layout, pagination, grids, placements and so on!

3. COLORING:

It is recommended to apply RGB colors because they are suitable for web and online viewing.

4. TABLE OF CONTENTS:

While designing a table of contents seems straightforward, you can make it eye-catching by incorporating several elements such as: illustrations, photos, artworks, different typefaces, and even imprints. Every element should **not try to take the spotlight** from one another, instead they should complement the key visual factor that is the list of articles - the table of contents.

5. EDITORIAL LETTER:

The proposed components of an editorial letter are as follow:

- Background information on the **theme/topic/subject** of the magazine. Consider that your magazine might be standalone or within a series as this can determine how you approach writing this. A standalone magazine should ideally cover each aspect of an issue (e.g. sports - healthcare in sports, success stories, sports management, sporting celebrities, etc.), while a magazine issue in a series can tackle a nuance of that same issue in greater detail (e.g. healthcare in sports - pioneering technologies, prominent/obscure injuries, self-help guides, etc.).

TIPS: You should insert some academic sources, preferably facts surrounding the topic, to ensure the viewer understands the importance of the magazine.

- State the mission of the magazine and its target audience.
- Explanation of rationale behind the chosen theme/topic/subject, discussing timing or relevance. This is where you should elaborate on the title of the magazine (e.g. “On the Go” signifies a travel/tourist-friendly magazine)
- Concluding sentence welcoming the reader to explore the magazine, like a formal (or informal) invitation to one’s house.

TIPS: Since an editorial letter is optional, its length is clearly malleable. It can range from only a paragraph of 4 sentences to three paragraphs. Assess this based on the type of magazine you select (8 or 12 pages long). Don’t let this guideline determine your level of creativity; just discard any component you deem unsuitable.

6. ARTICLES:

To begin with, each article has its own shapes and sizes, creating a universal guideline for how an article should be written diminishes individuality. Only several must-have contributing aspects can be mentioned:

- *Title.*
- *Sub-title(s).* Perhaps every section of your article needs clarification on its content, then multiple subheadings can be considered.
- *Byline* (author’s name and credentials).
- *Body:*
 - Introduction.
 - Make sure to always include at least two scholarly sources to make your writing legitimate.
 - Adopt a suitable tone of voice.
- *Visual elements* (photos, images, artworks, illustrations, designs, typography, etc.).
- *Pull-out quote.* This can be a real quote or simply highlighting a key sentence or phrase.
- *Conclusion.*

TIPS: Depending on the type of article, there are mandatory contributors to add to the list above. For an interview article, quotes must be involved throughout. For a personal anecdote, first-person perspective and descriptive storytelling must be present. Aiming for DI+, every

single article must each have a key message or a takeaway which supplements the magazine's theme, not just "telling everyone how it went".

Here is a list of article types you can study:

- *Feature article*: Long-form articles that go in detail explore a subject, trend, perspective, person and more.
- *Profile article*: Focus on the achievements, personal life and societal impact of a prominent figure.
- *Interview article*: Exchange with relevant people to discover a topic in a more informal, down-to-earth manner.
- *Review article*: Critiques of merchandises, services or other items. They provide recommendations and evaluations.
- And more.

7. EXTRAS:

If you see yours is an interactive magazine, it is commended to try out different approaches in engaging with your audiences. These elements can be:

- Crossword puzzles
- Personality quizzes (e.g. through a series of question, you suggest a suitable type of coffee for the reader)
- Mazes
- Trivia quizzes
- And more

Usually placed at the end of a magazine, this interactive activity can be linked with prize awards (e.g. find the escape from the maze => take a picture => send to Vietcetera to win a prize).

8. BACK COVER PAGE:

Here are some suggested aspects to put on the back cover as you register your finishing touches:

- Cover art/visual
- QR code leading to a display website (if applicable).
- Imprints (if you have not already placed them beforehand).

- Magazine logo and title
- Barcode
- Issue date/series number
- Keywords/Call to action
- Credits

D. REFERENCES:

Harris P and Ambrose G (2011) *Basics Design 02: Layout*, GBR: AVA Publishing, London.

