

Project #3: Zine

In this project you will self-publish a short zine, taking on the role of writer, editor, art director, artist, and printer. You have the power to produce your own media, participating in system of collaboration, community, and accessibility as you challenge mainstream thinking.

Required Reading: *Known and Strange Things*, excerpts, by Teju Cole

Format:

Create your booklet zine using Indesign to organize your layout. You can use any of our other programs to create/incorporate art, photographs, images, drawings. Finished booklet will be 8.5"x5.5", 16 pages total including the front and back cover.

You will make your work in Indesign and turn in a **PDF file** to me. You will make all of the art elements for the project, no downloading images or using images from the Internet. Everything is made by you--if you want a photograph then you must take the photograph. Use Photoshop and Illustrator to make/edit the images and graphics, then embed them in your Indesign layout.

Requirements:

1. Must have a theme/topic.
2. Front and back cover (4 half pages), plus at least 12 interior "half" pages. Interior pages will be double sided. This is a total of 16 facing reader pages.
3. Manifesto or Table of Contents (tell your audience the purpose of your zine in a clever way)
4. Written components. It can lean into writing if that interests you, or be as simple as captions on photographs.
5. Image components (photos, drawings, vector graphics, scans, etc.)
6. Author information, edition, date.
7. Clear design strategy—think about your theme and choose colors, styles, fonts, and layouts that work to create the appropriate aesthetic.
8. Research component- find several artists, designers, or zines that you can draw from for inspiration. Save images, colors, styles, themes in a folder so you can mimic them.

Evaluation:

- Contents: the incorporation of several types of "features"
- Composition: incorporation of several compositional techniques and design principals. Color, content, layout, typography, positive/negative space are critical for this project.
- Theme: how well do your visual choices communicate the theme/prompt/concept.
- Innovation: go outside the norm, can you demonstrate the concept in a surprising way?