

Lisa Charlotte Rost

Master's Thesis

Presentation

# The Magazine Design Project

Why?

# design

Why?

# improve design

Why?

improve  
design  
feedback

»Can I improve  
my design through  
feedback?«

»Can I improve  
my design through  
feedback?«

Why?

»Can I improve  
my design through  
feedback?«

→ 1. How

Design Process

Why?

»Can I improve  
my design through  
feedback?«

→ 1. How

Design Process

→ 2. What

Design

Why?

How?

What?



A: What I did

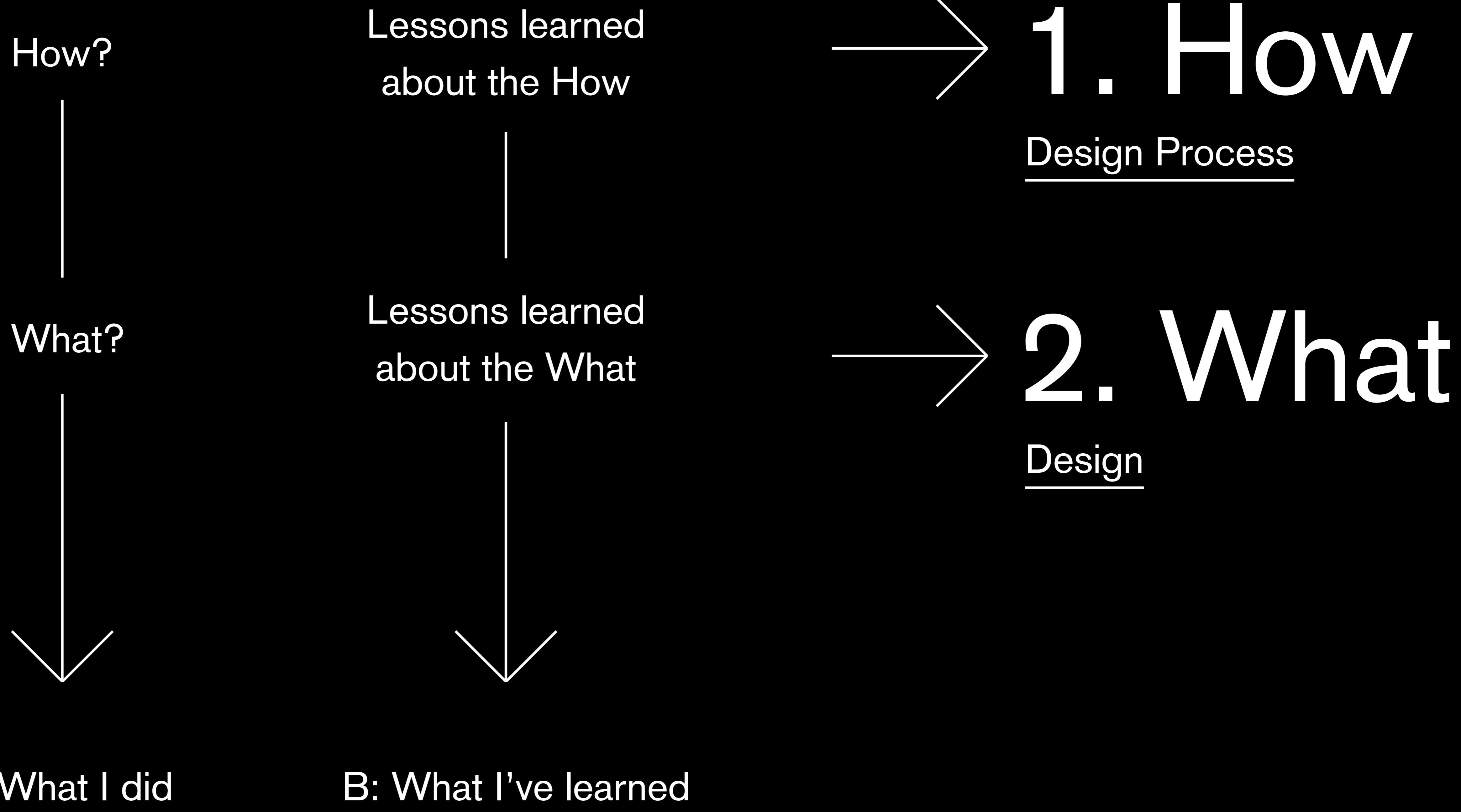
→ 1. How

Design Process

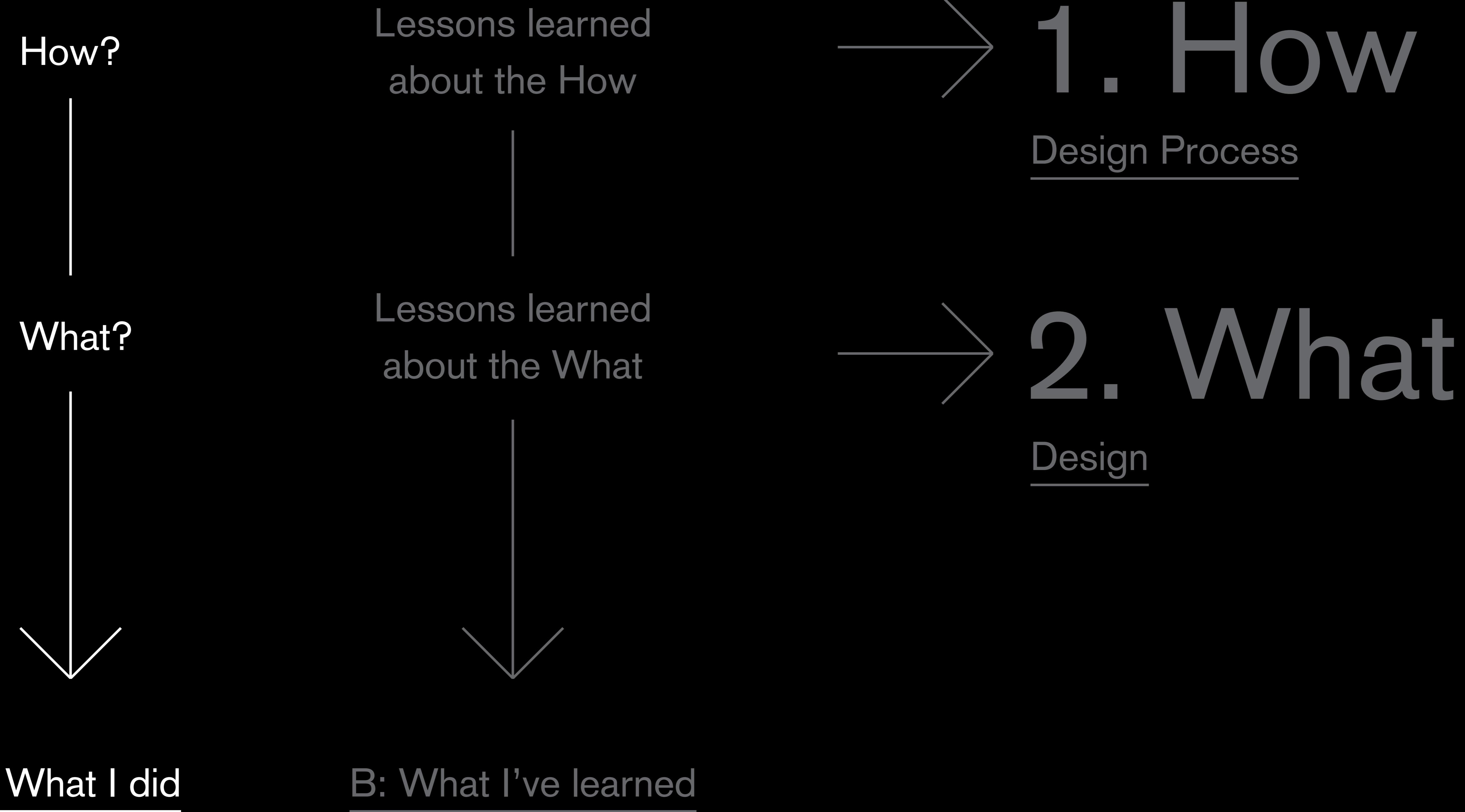
→ 2. What

Design

Why?



## Why?



How?

# The Design Process

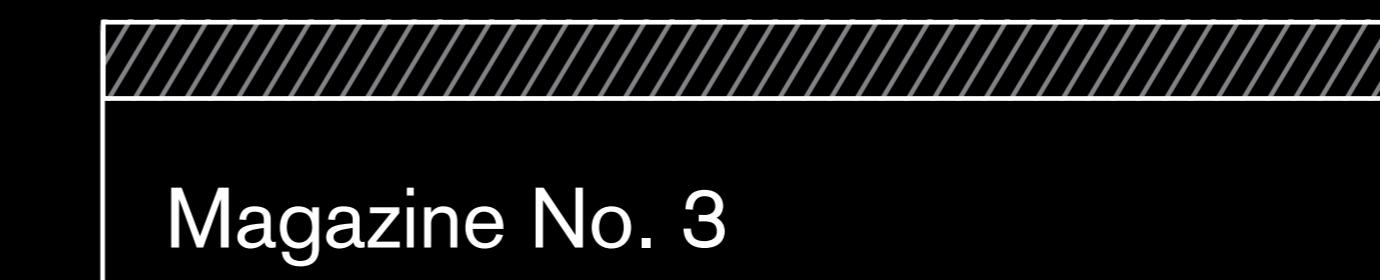
# How?



Magazine No. 1



Magazine No. 2



Magazine No. 3

| week 1 | week 2 | week 3 | week 4 |

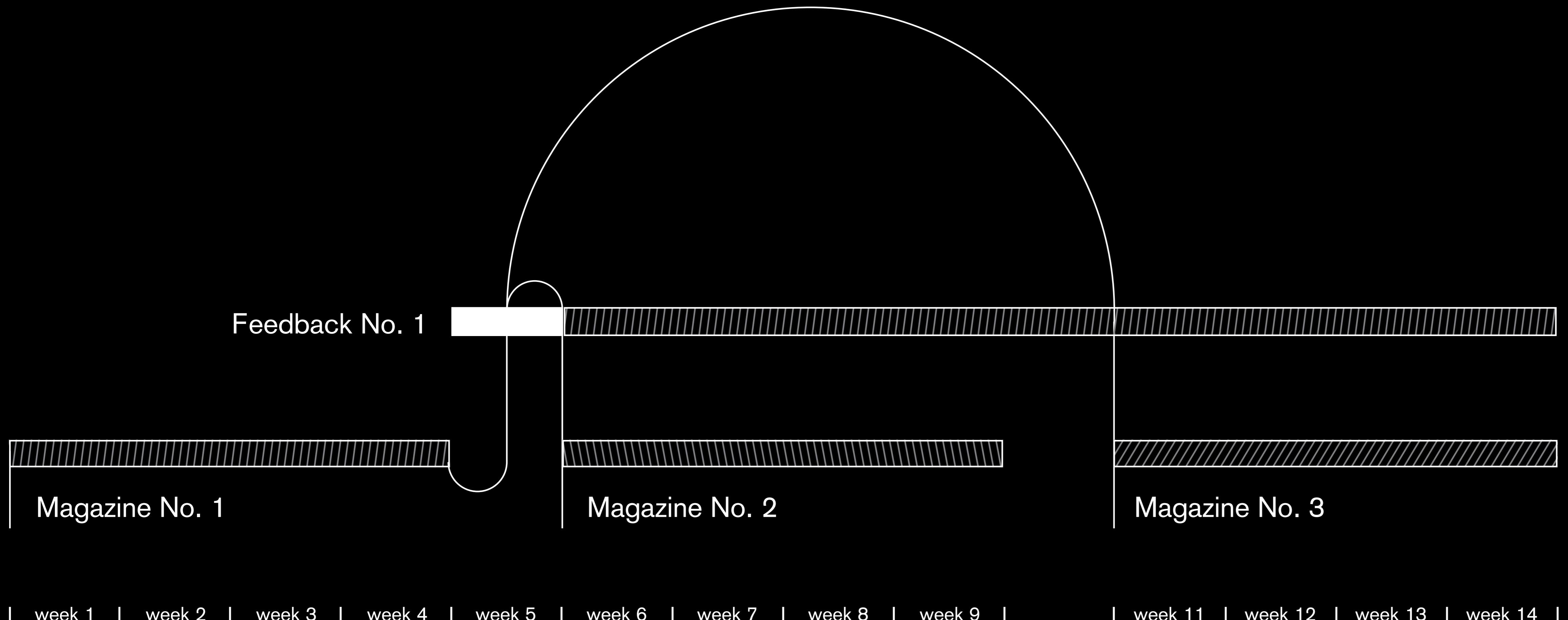
| week 6 | week 7 | week 8 | week 9 |

| week 11 | week 12 | week 13 | week 14 |

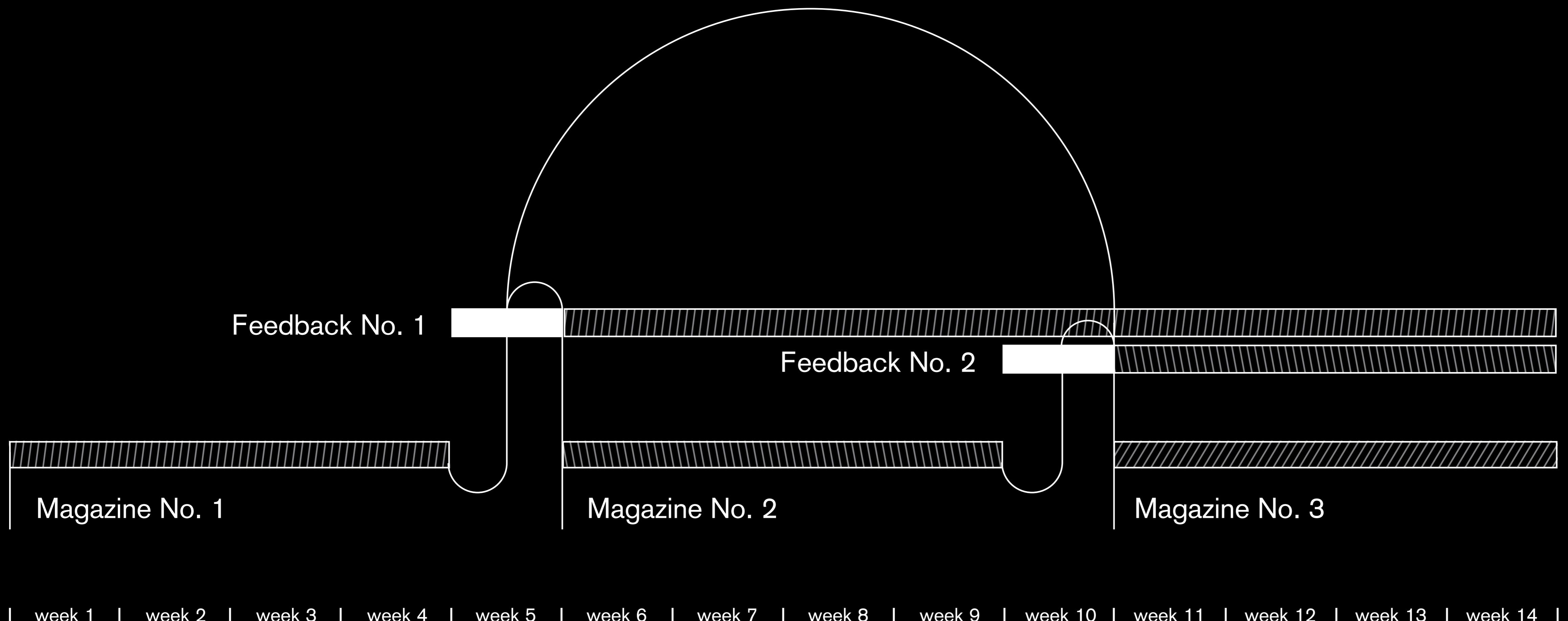
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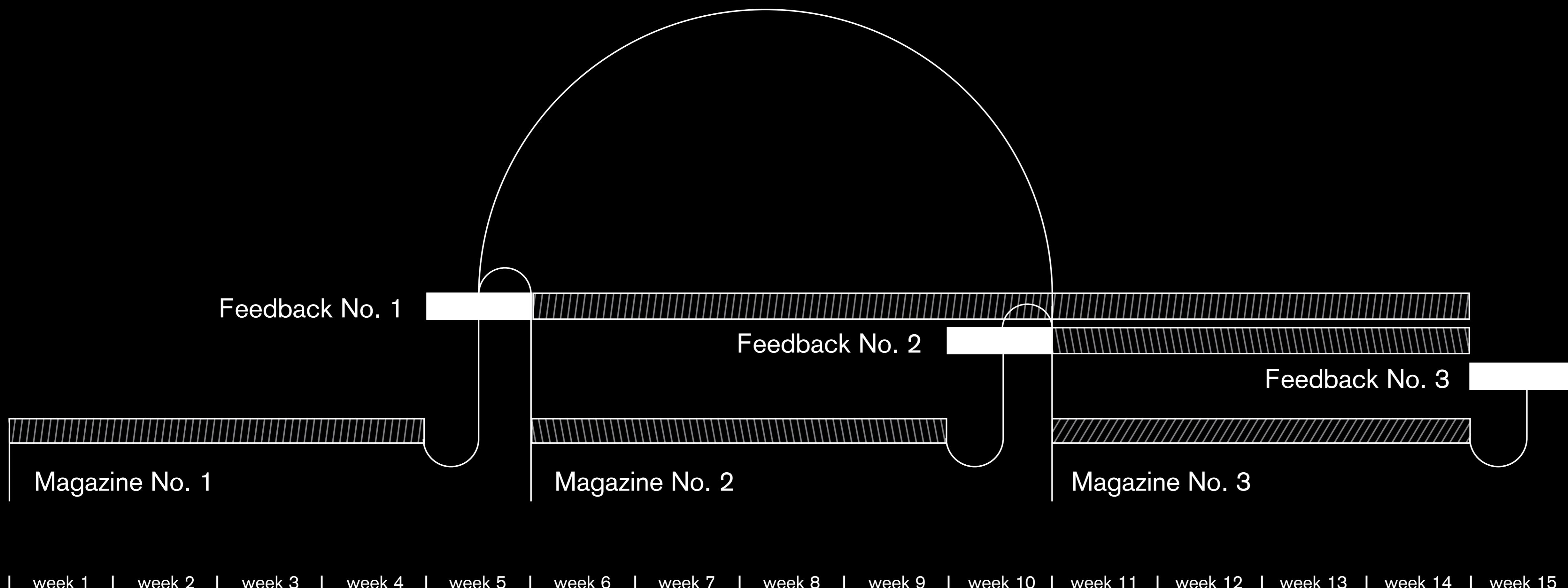
# How?



# How?

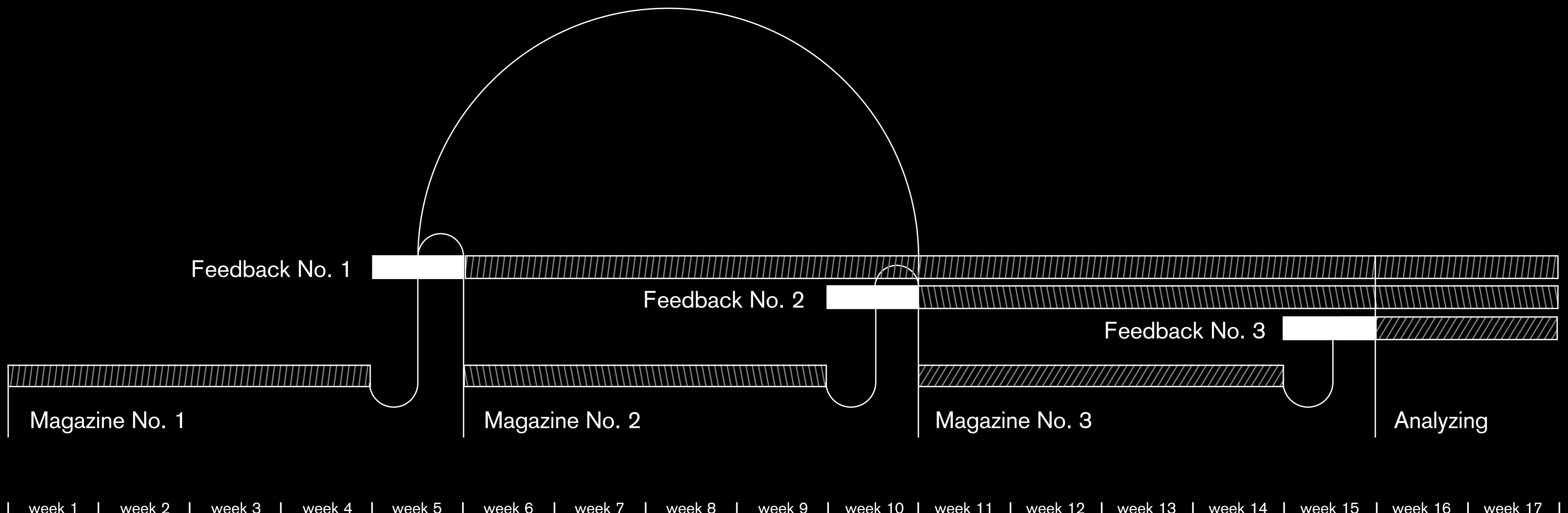


# How?

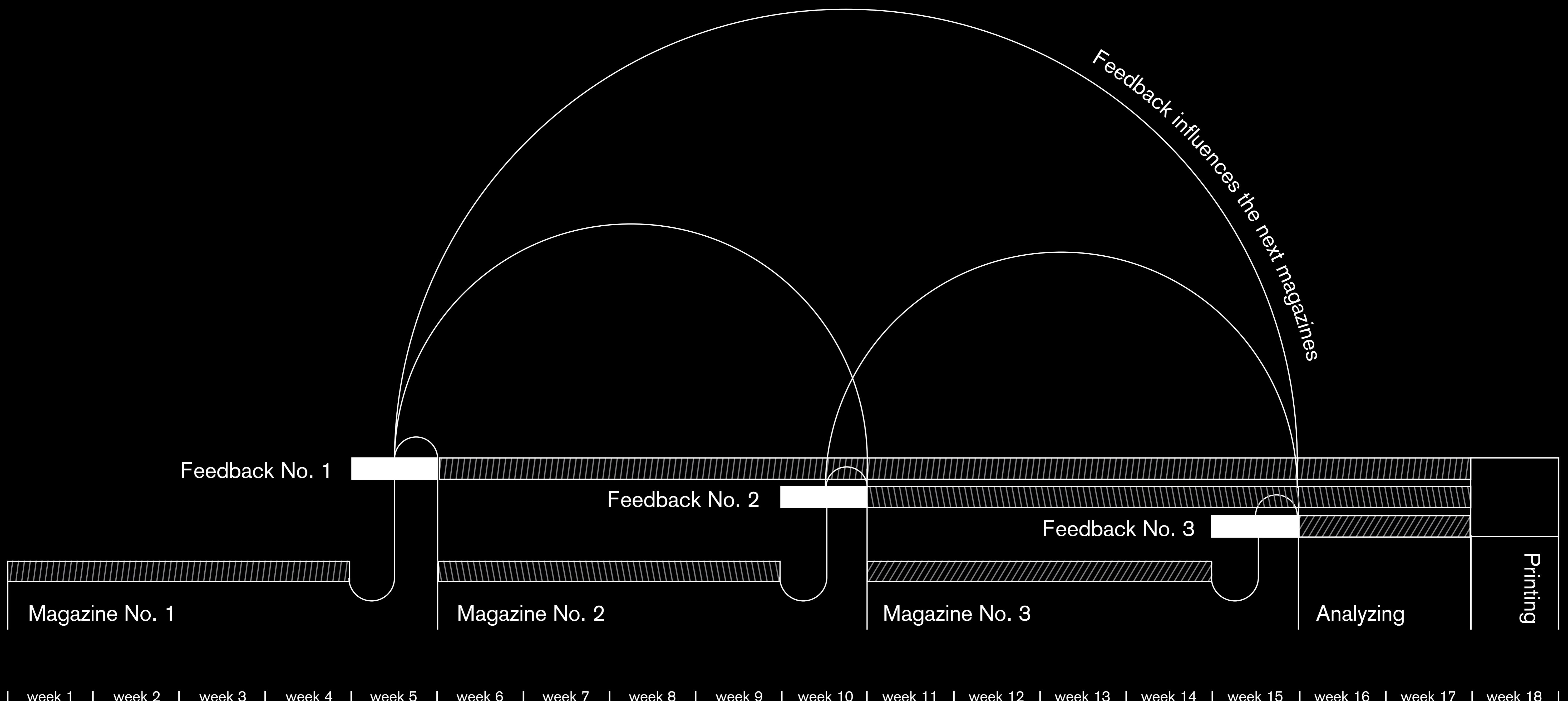


| week 1 | week 2 | week 3 | week 4 | week 5 | week 6 | week 7 | week 8 | week 9 | week 10 | week 11 | week 12 | week 13 | week 14 | week 15 |

# How?



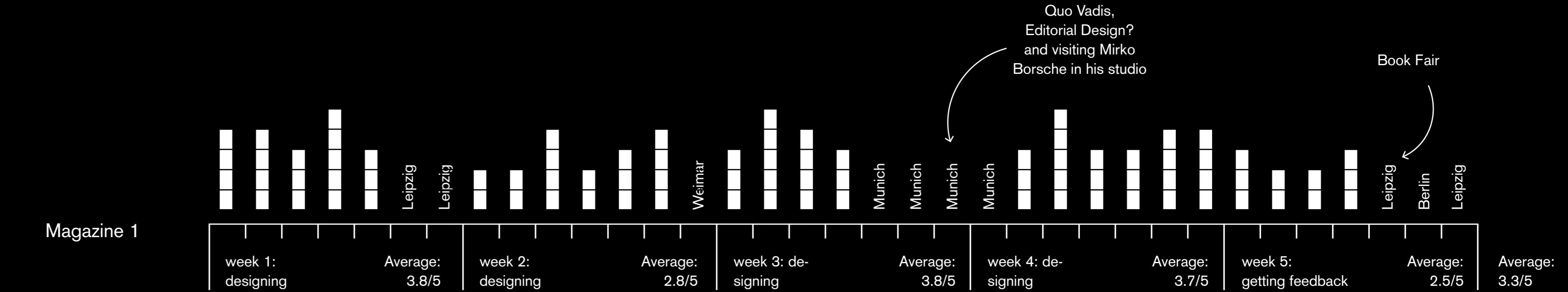
# How?



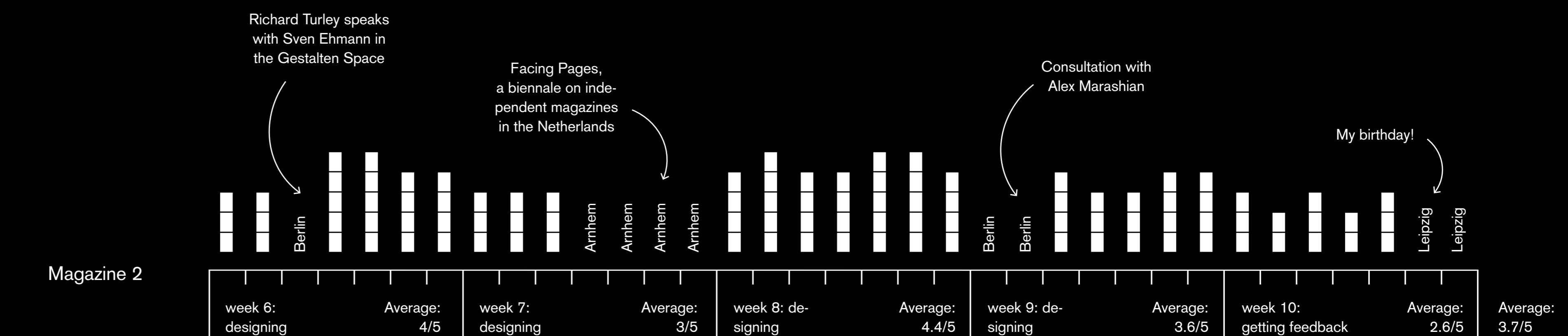
1. Design
2. Research
3. Blog
4. Meet
5. Ask

How?

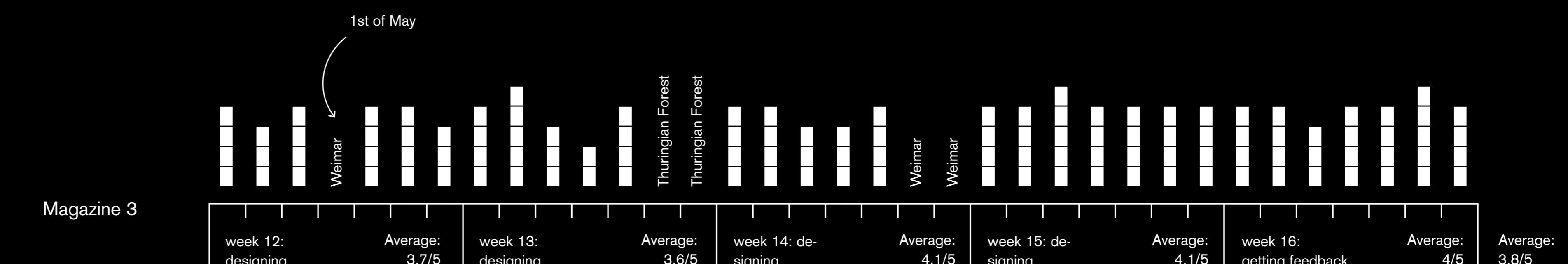
# 1. Design



# 2. Research



# 3. Blog



# 5. Ask

1. Design

2. Research

3. Blog

4. Meet

5. Ask

# i.Design

# 2. Research

# 3. Blog



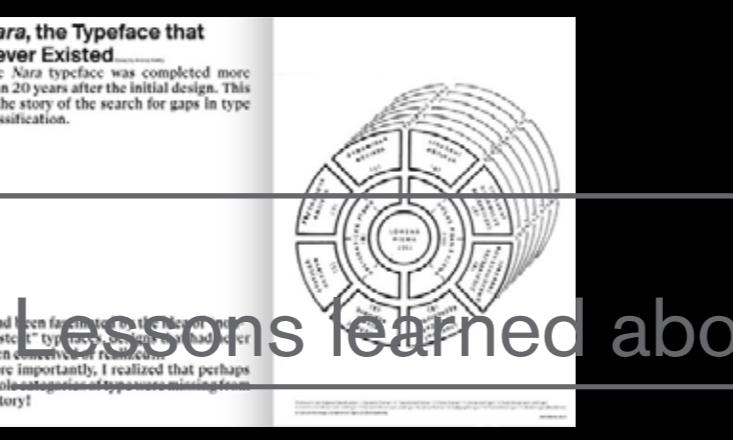
# Lisa Charlotte Rost



# The Magazine Design Project



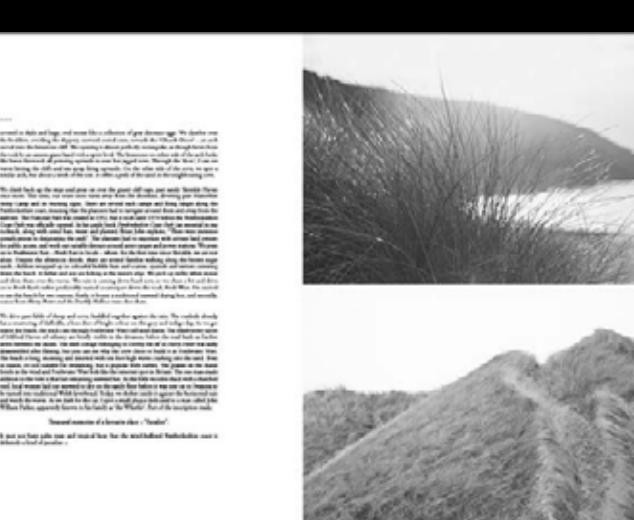
# What?



**Lessons learned about the “How”**

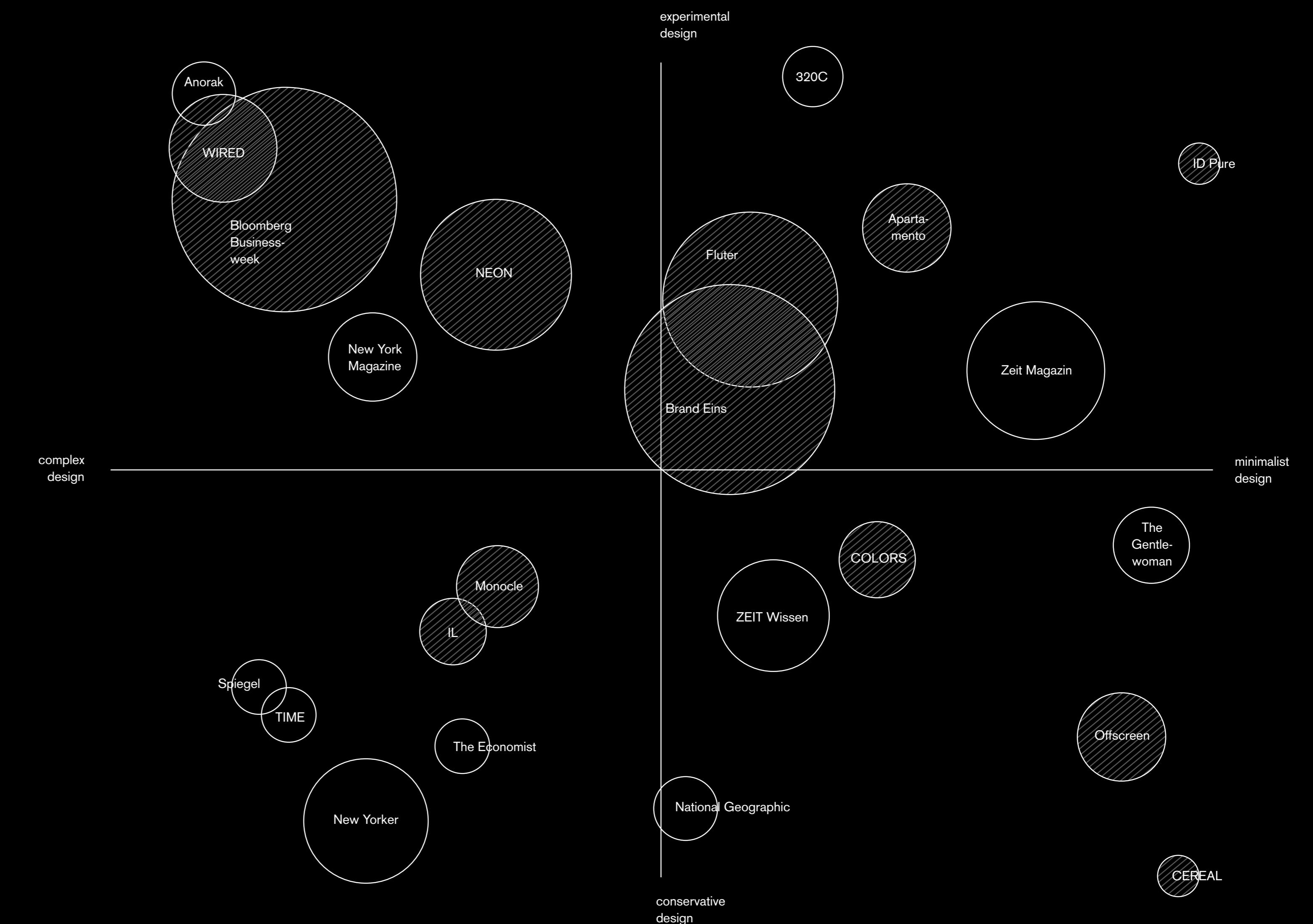


# Lessons learned about the What



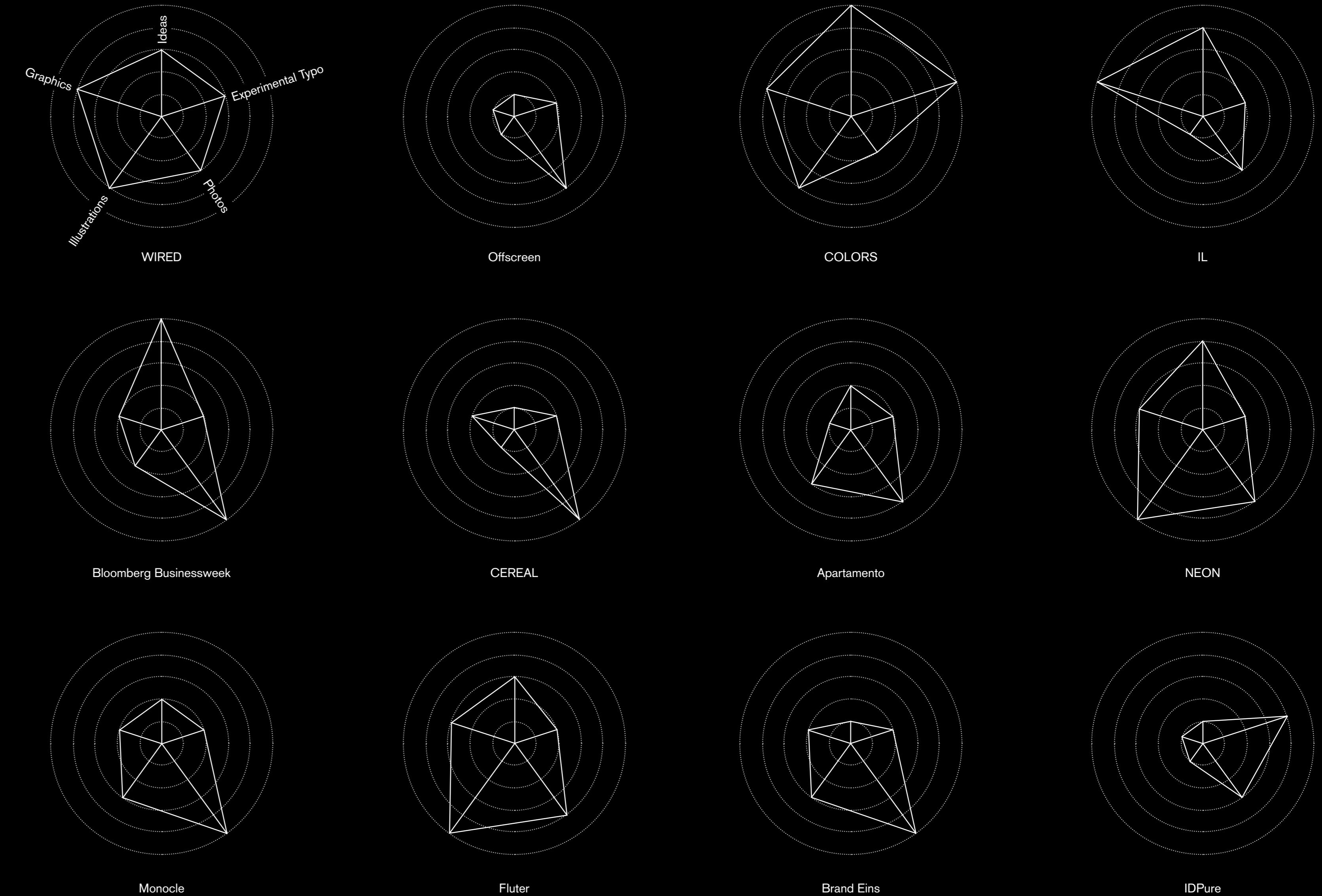
How?

1. Design
2. Research
3. Blog
4. Meet
5. Ask



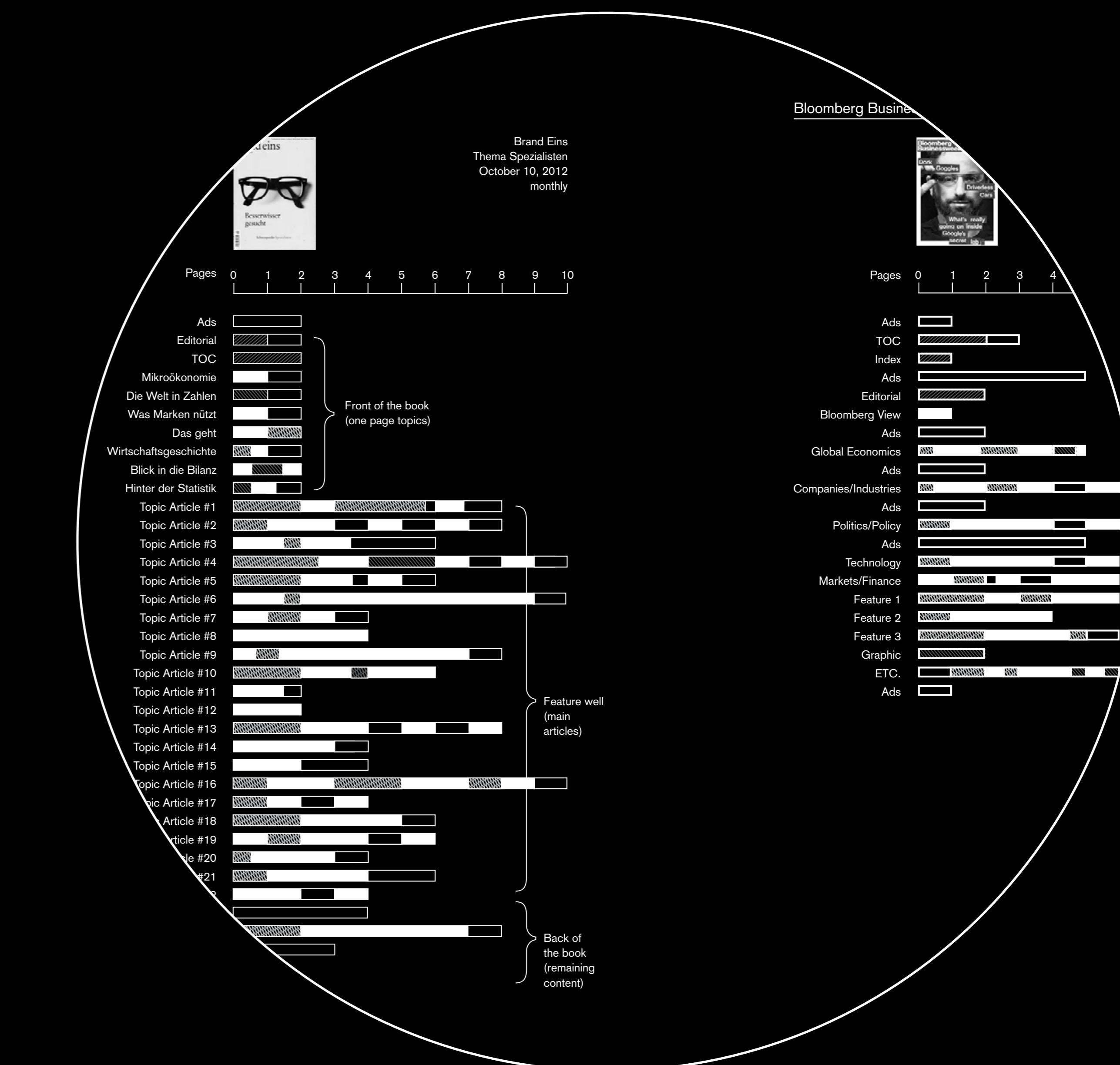
How?

1. Design
2. Research
3. Blog
4. Meet
5. Ask



How?

1. Design
2. Research
3. Blog
4. Meet
5. Ask



## How?

# 1. Design

# 2. Research

# 3. Blog

# 4. Meet

# 5. Ask

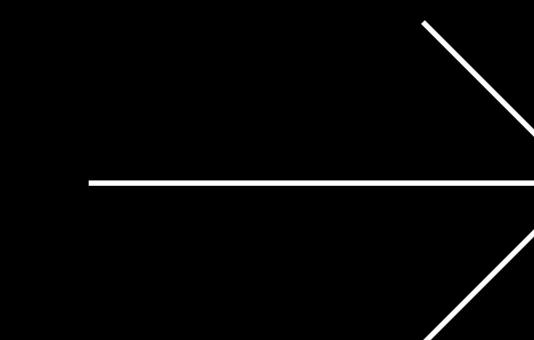
- 3. Time  
Savings in time feel like
- 4. Learn  
Knowledge makes everything sim
- 5. Differences  
Simplicity and complexity need each other.
- 6. Context  
What lies in the periphery of simplicity is definitely not peripheral.
- 7. Emotion  
More emotions are better than less.
- 8. Trust  
In simplicity we trust.
- 9. Failure  
Some things can never be made simple.

The one  
Simplicity is applied.

I then came up with seven elements that I wanted to include in my magazine design when thinking about readability. These are the ones I already mentioned in the category "How".

1. Minimalism in micro typography
2. Minimalism in macro typography
3. Minimalism in content
4. Minimalism in colors
5. Minimalism in photography
6. Minimalism in layout
7. Minimalism in graphics

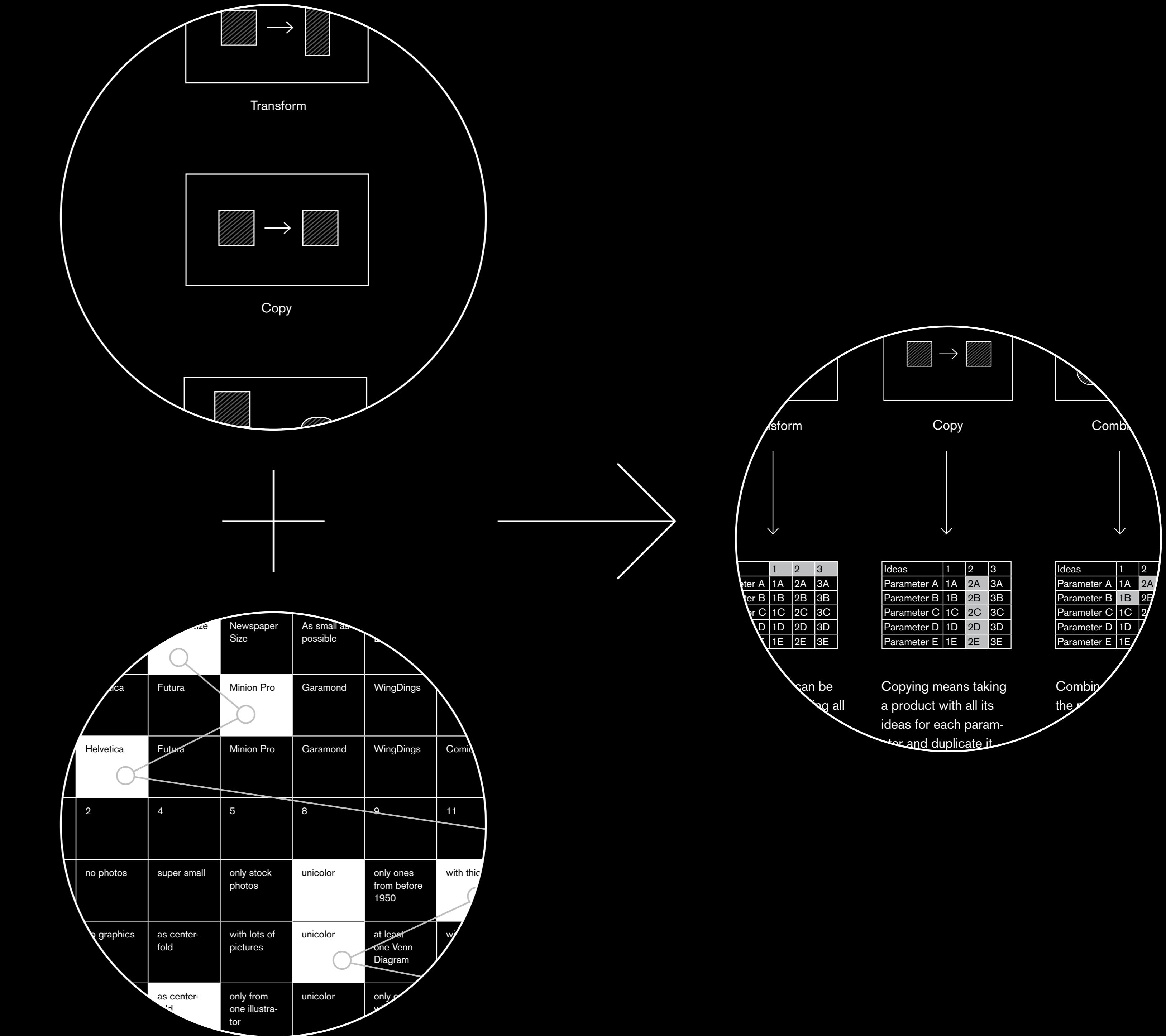
I then combined them with the two points from the category "Research" to get a table → p96. It was interesting to see how many of the points that wouldn't be considered as "data-ink" ended up being included.



		Differences in content	
		Full justification to be «blocky»	Decision based on the type face, if full justification or not
Content	Little content on each page	Bringing content together that supports the intention of each page	
		Same media form throughout the mag	
1.4 Colors	Little colors	Use colors that make the reader understand the differences in content	
	Reduced shapes	Photography as content (e.g. article supporting element)	
1.5 Photography	Reduced colors	Calming content	
	Consistency: Layout on every page is the same	Layout as reading flow influencing tool that brings the reader to read in the right order	
6 Layout	Lots of white space		
	Less «data-ink» Remove	Communicate the reader a story and specific ideas	

How?

1. Design
2. Research
3. Blog
4. Meet
5. Ask



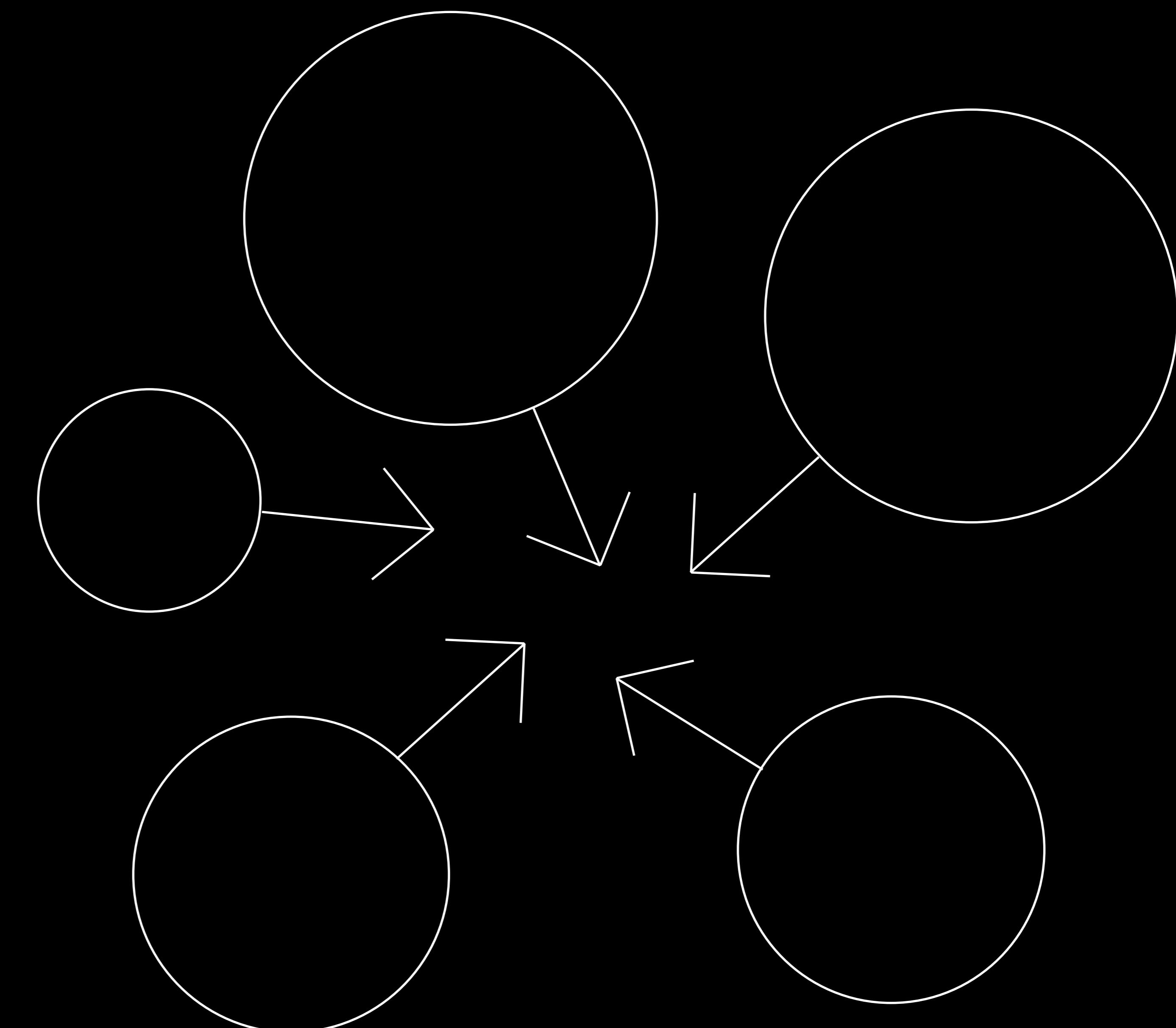
How?

1. Design
2. Research
3. Blog
4. Meet
5. Ask



How?

1. Design
2. Research
3. Blog
4. Meet
5. Ask



## How?

# 1. Design

# 2. Research

# 3. Blog

# 4. Meet

# 5. Ask

Pretty  
answers. Your  
me, even if you think you  
design.

To open  
end of this survey.)  
or skim through it till the end.  
»get« it, please answer the quest.

What are the three best aspects of this magazine?

Think for example of typeface, cover, readability, information graphics, images, structure or specific pages.

2. What are the three worst aspects of this magazine?

Think for example of typeface, cover, readability, information graphics, images, structure or specific pages.

3. Do you have other comments? How would you improve this magazine?

4. How much would you want to read this magazine?

Not at all    1    2    3    4    5    6    7    8    9    10    It's A-W-E-S-O-M-E!!!

What magazine does my magazine remind you of?

What does your profession / interest best?

Information Design

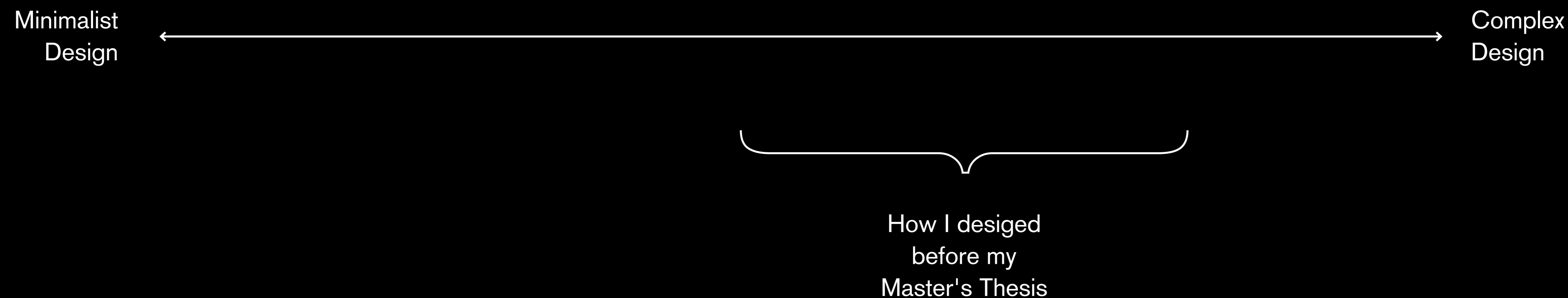
What?

# The Design

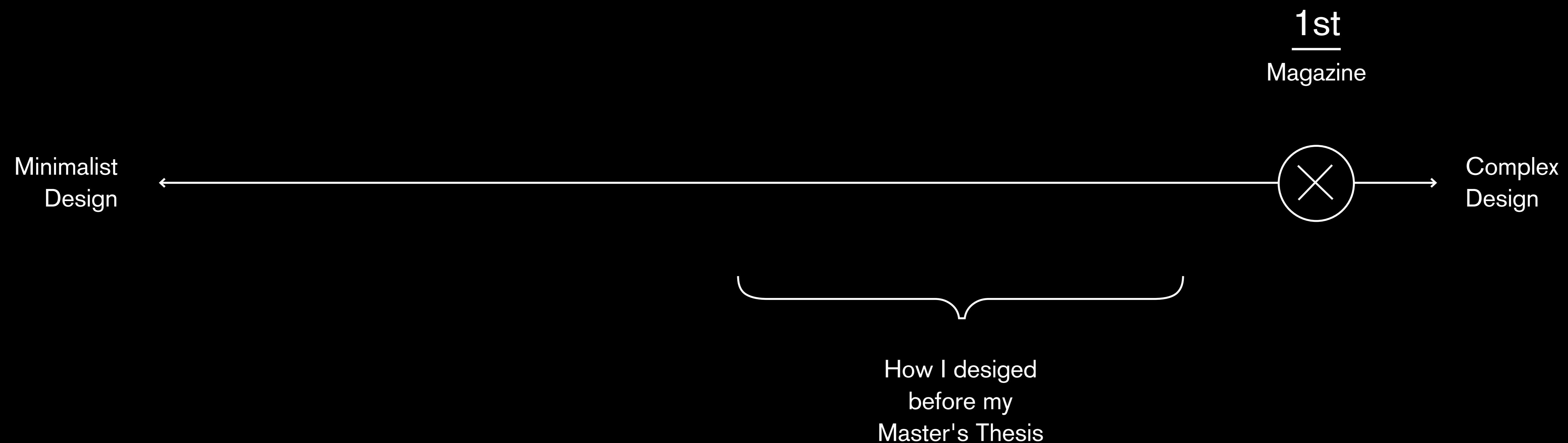
# What?

Minimalist Design ← → Complex Design

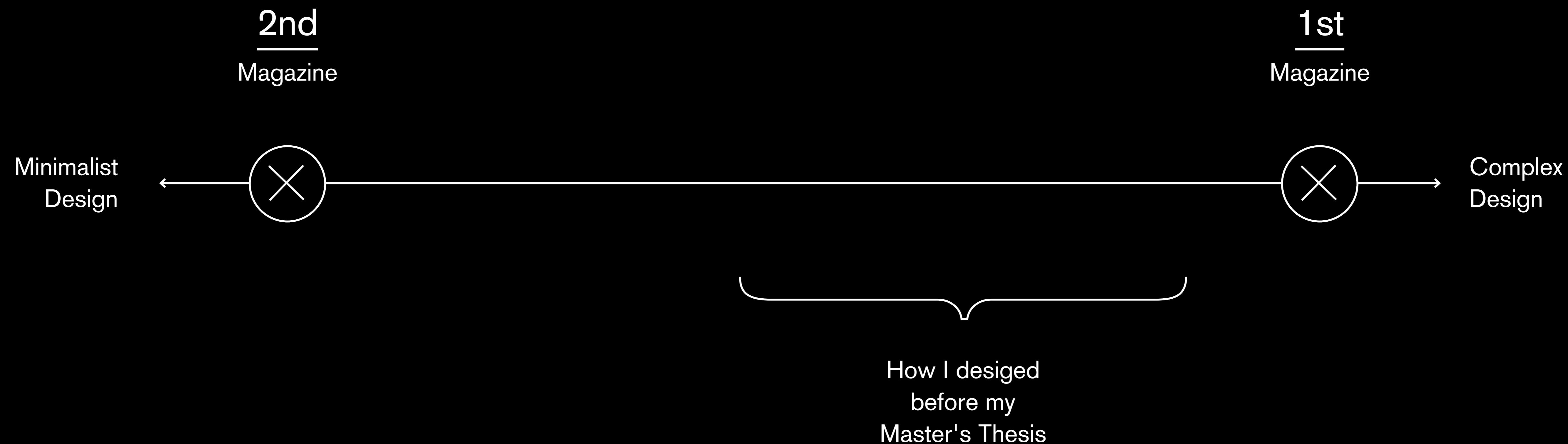
# What?



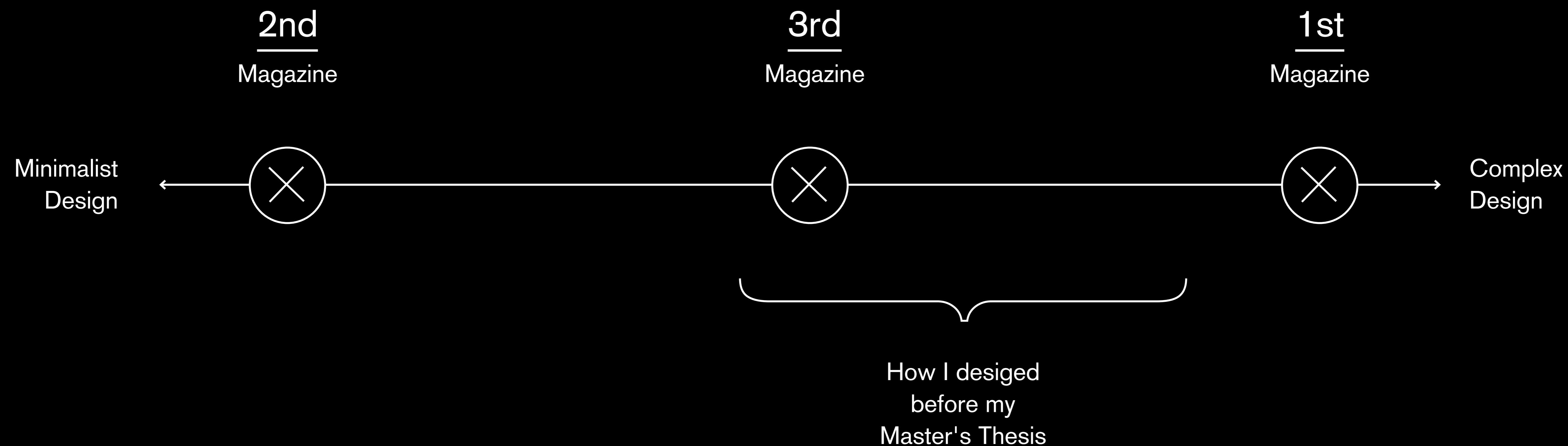
# What?



# What?



# What?



What?

**dotview**

**"ALL THE INTERNET THAT'S FIT TO PRINT"**

# LISTEN, I'M A CAPITALIST.

UK EVE ONLINE PLAYER  
STEALS \$45,000 WORTH  
OF ISK IN MASSIVE  
TINVESTMENT SCAM

*Page 10/11*

Minimalist  
Design

# I LIKE

**dotview**

The Magazine for  
Comments on the Web  
**ISSUE 3 MARCH 2014**

This Issue: about  
*Making Money Online*

Complex  
Design

# MONKEY

# What?

dotview #3a

dotview  
"ALL THE INTERNET THAT'S FIT TO PRINT"

**LISTEN, I'M A CAPITALIST.**

**I LIKE MONEY**

By LISA CHARLOTTE ROST  
on March 8, 2014 11:33 AM

MONEY MAKES THE WORLD GOES ROUND. AND JOURNALISM. AND THE WEB.

This short introduction will explain the PURPOSE and STRUCTURE of the magazine dotview about Money.

Not only since yesterday the newspapers got competition with free user-generated content on the web. Is Journalism dead? The dot-view magazine has always suggested a close companionship of Journalism and web content instead of enmity.

Journalism is important for the overview; for linking the dots. The dots itself include the many individuals on the Web who want to share their complementary stories and opinions. The result of old and new media working together is a bigger picture.

And still, the newspaper world and the Web world are differ-

ent want to be celebrated as such. The new issue of dotview wants to show that and separates these two universes:

The pages in black and white represent the printing world with its professional journalism – but with stories that are accessible on the web sites of the individual publishers.

If somebody wants to go even deeper: In the end of the magazine, the reader can find a list with all the sources of the images and texts in the magazine.

Halfway through the magazine, the pages are more colorful and

I'm looking forward to feedback. If you like or dislike this magazine, email me and tell me why: LISACHARLOTTEROST@GMAIL.COM You can also have a look at the other issues of dotview on lisacharlotterost.de

UK EVE ONLINE PLAYER STEALS \$45,000 WORTH OF ISK IN MASSIVE INVESTMENT SCAM

A LOT

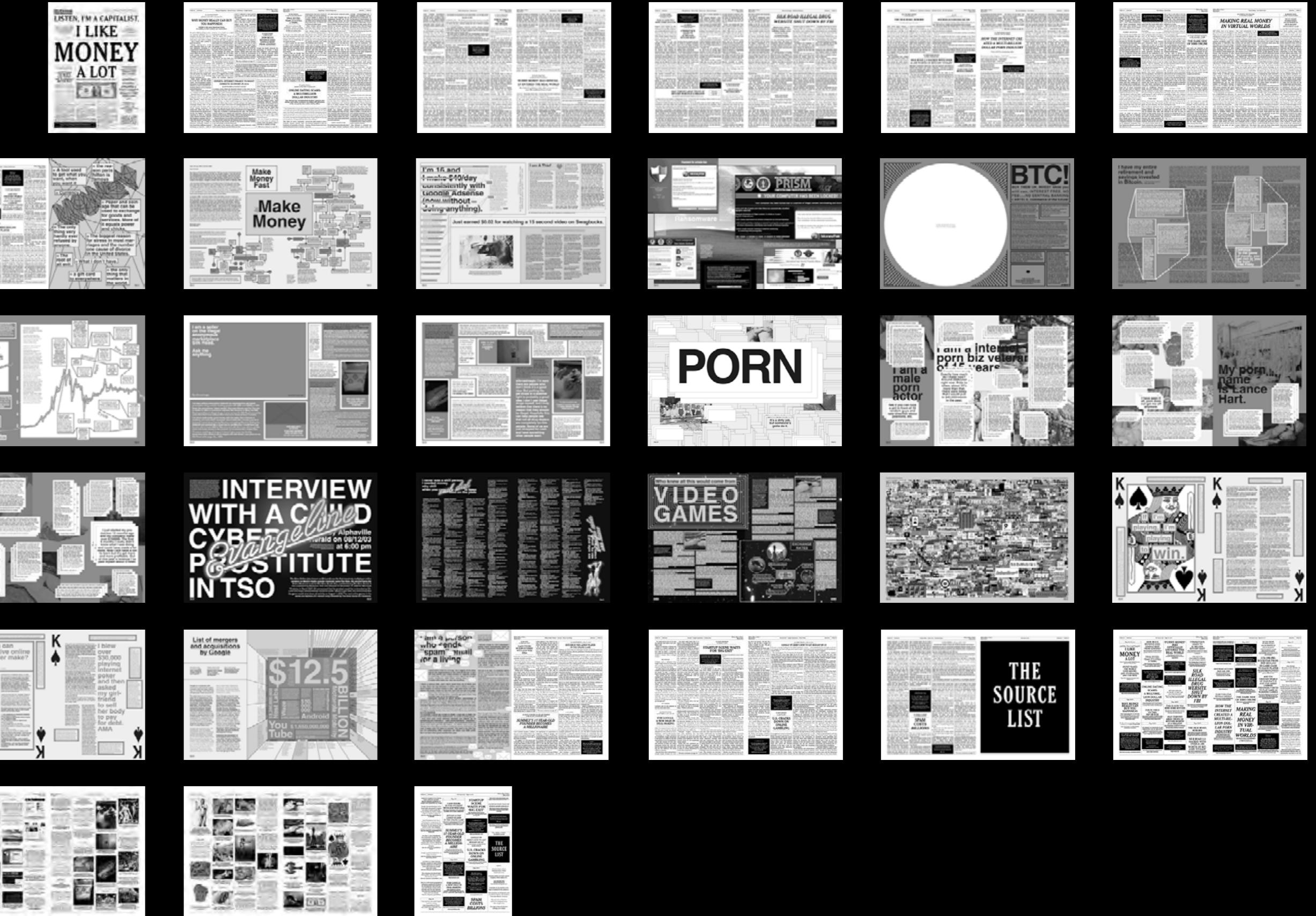
FUNNY MONEY HAS OFFICIALLY ENTERED THE REAL WORLD

HOW THE INTERNET CREATED A MULTI-BILLION DOLLAR PORN INDUSTRY

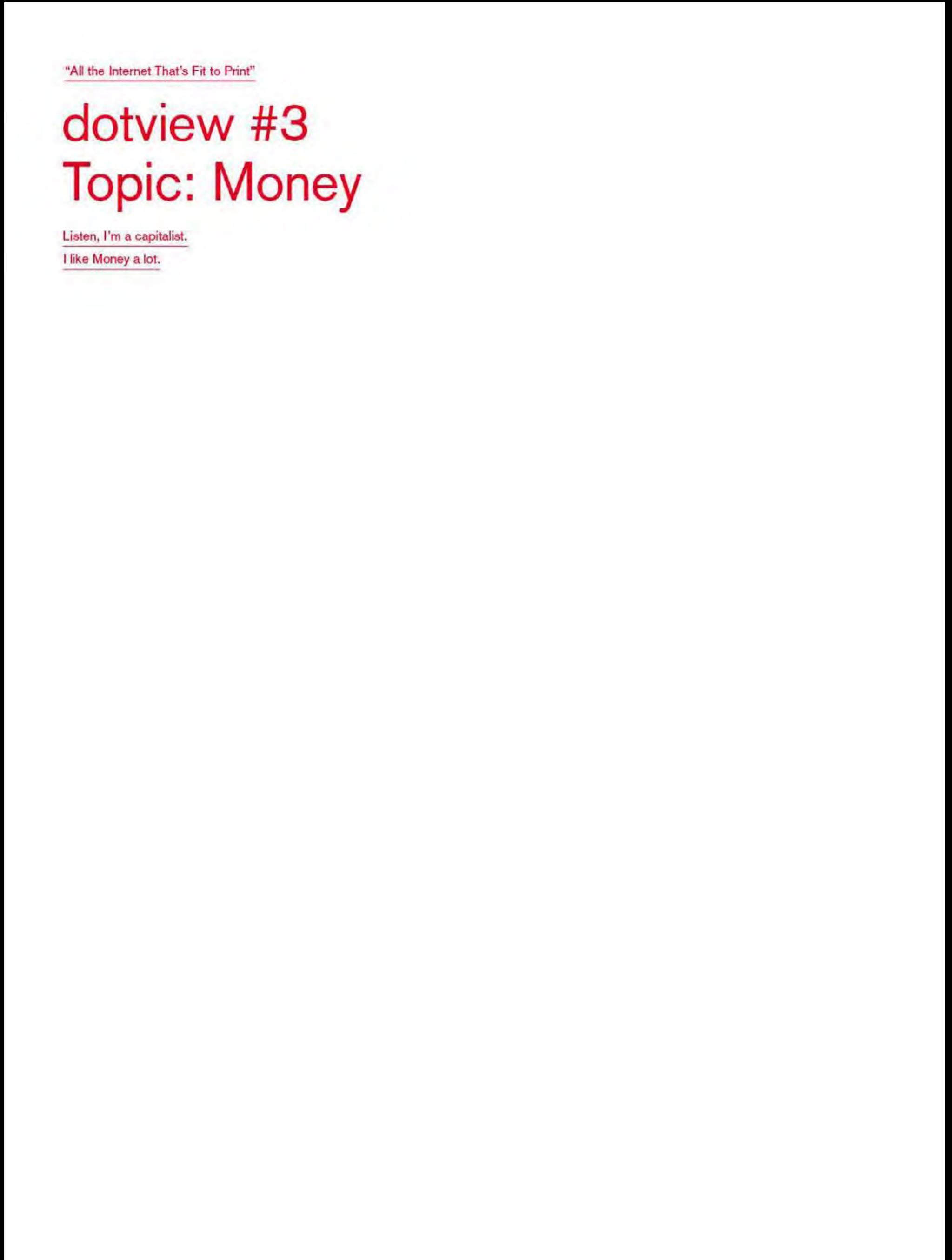
SILK ROAD 2.0 HACKED WITH OVER £1.6M WORTH OF BITCOIN STOLEN

CASH POURS IN FOR STUDENT WITH \$1M WEB IDEA

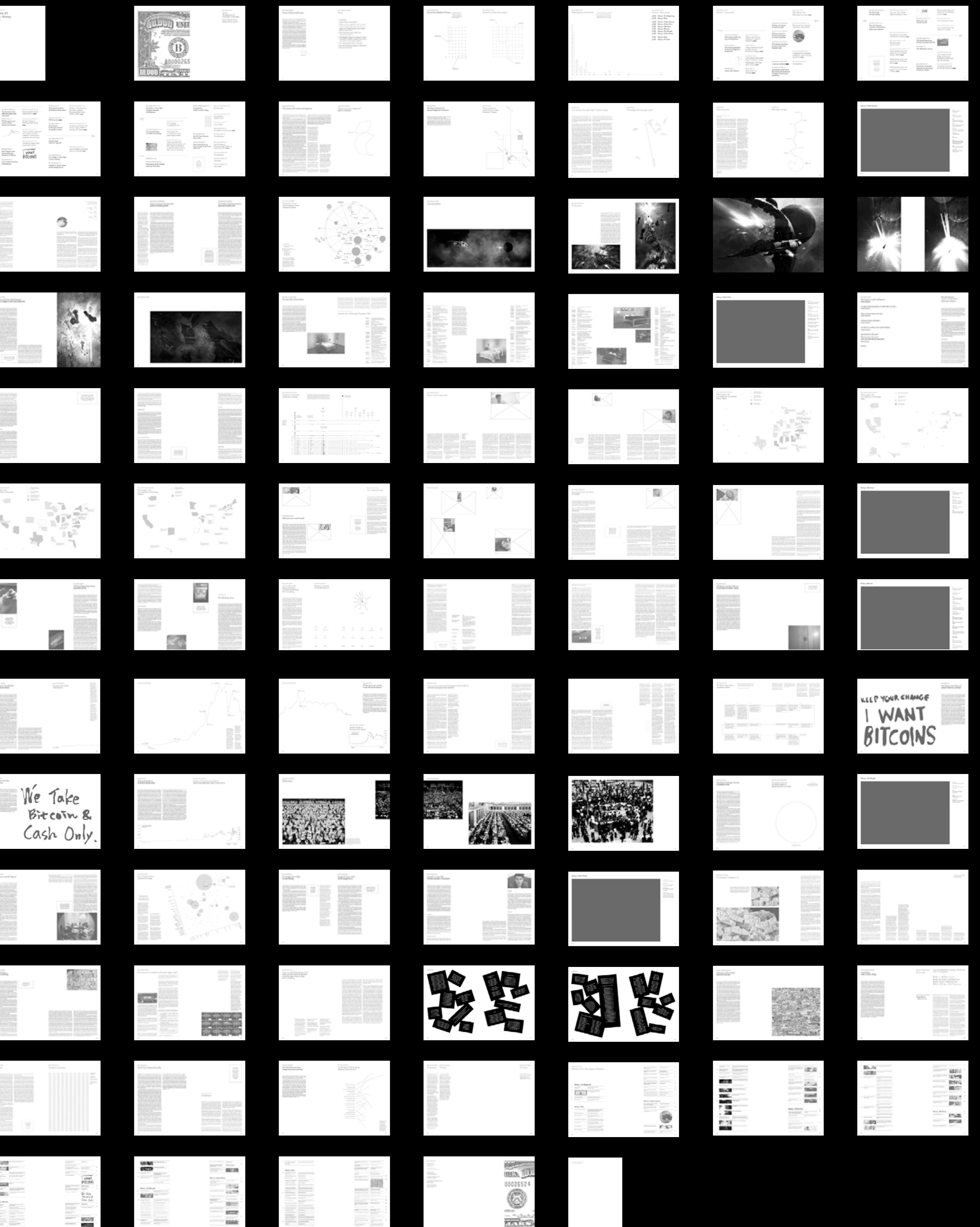
64 pages  
Miller, Cheltenham & Helvetica



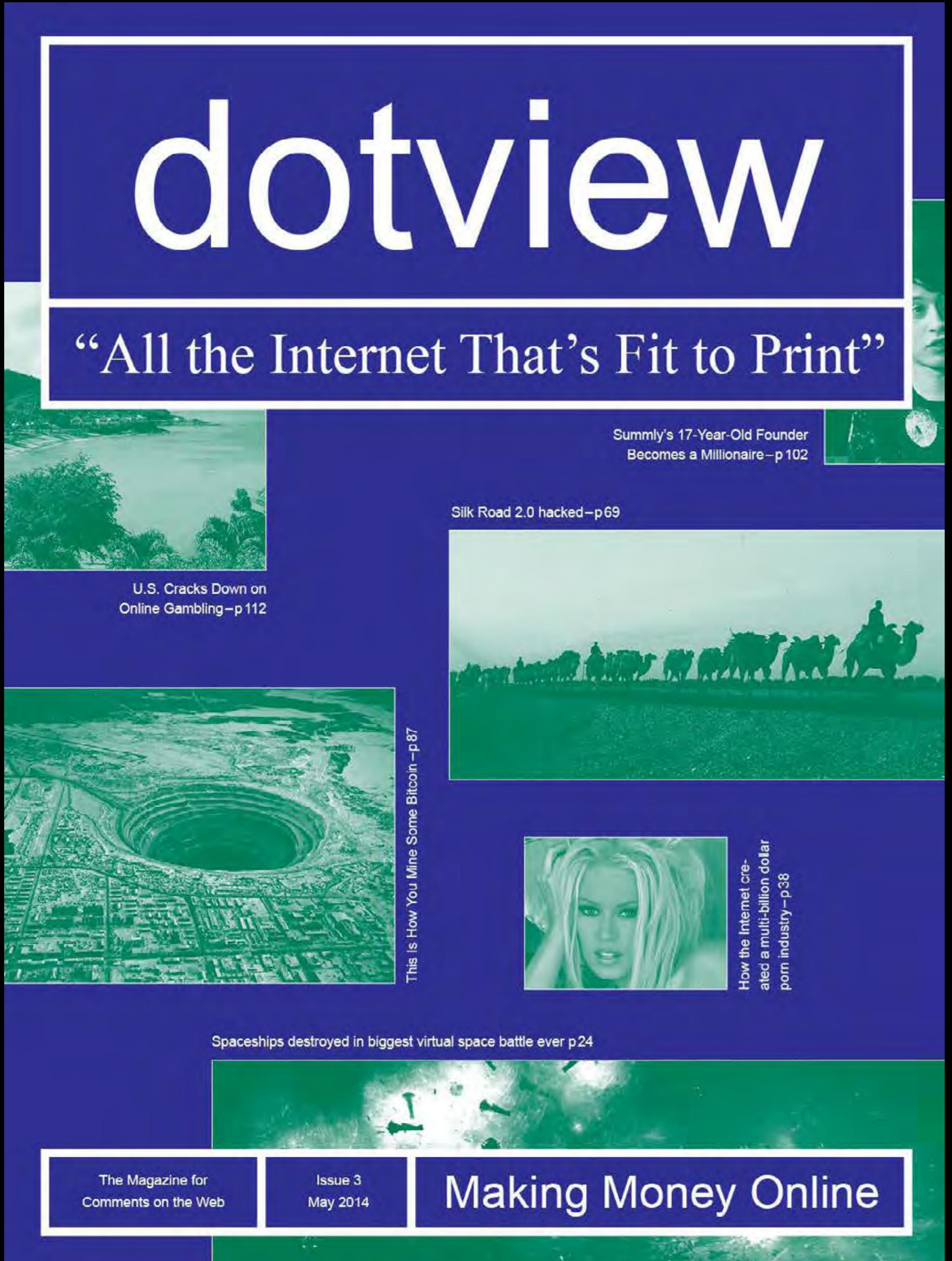
# What? dotview #3b



180 pages  
Quaadrat & Akzidenz Grotesk



# What? dotview #3c

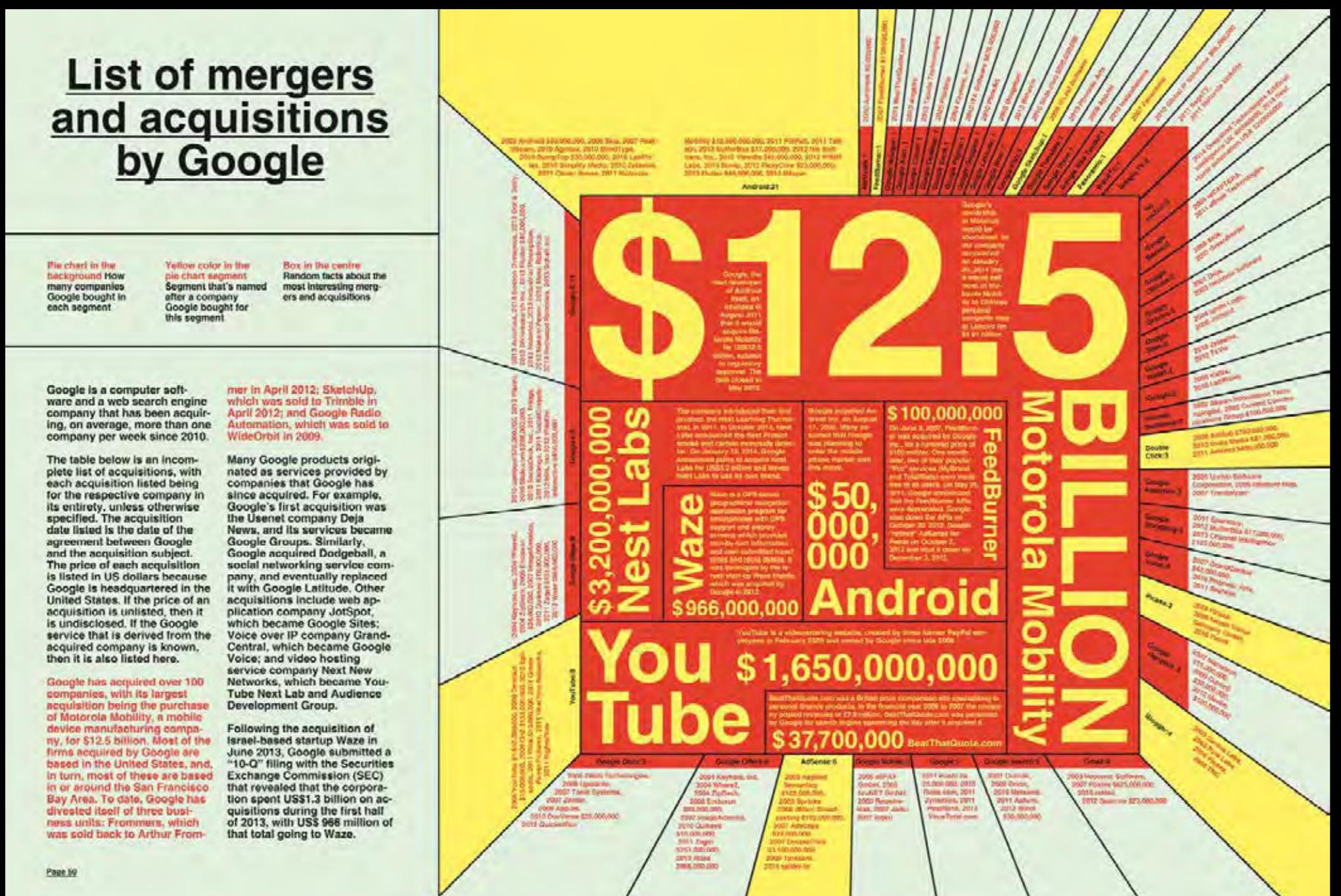


128 pages  
Arial & Times New Roman

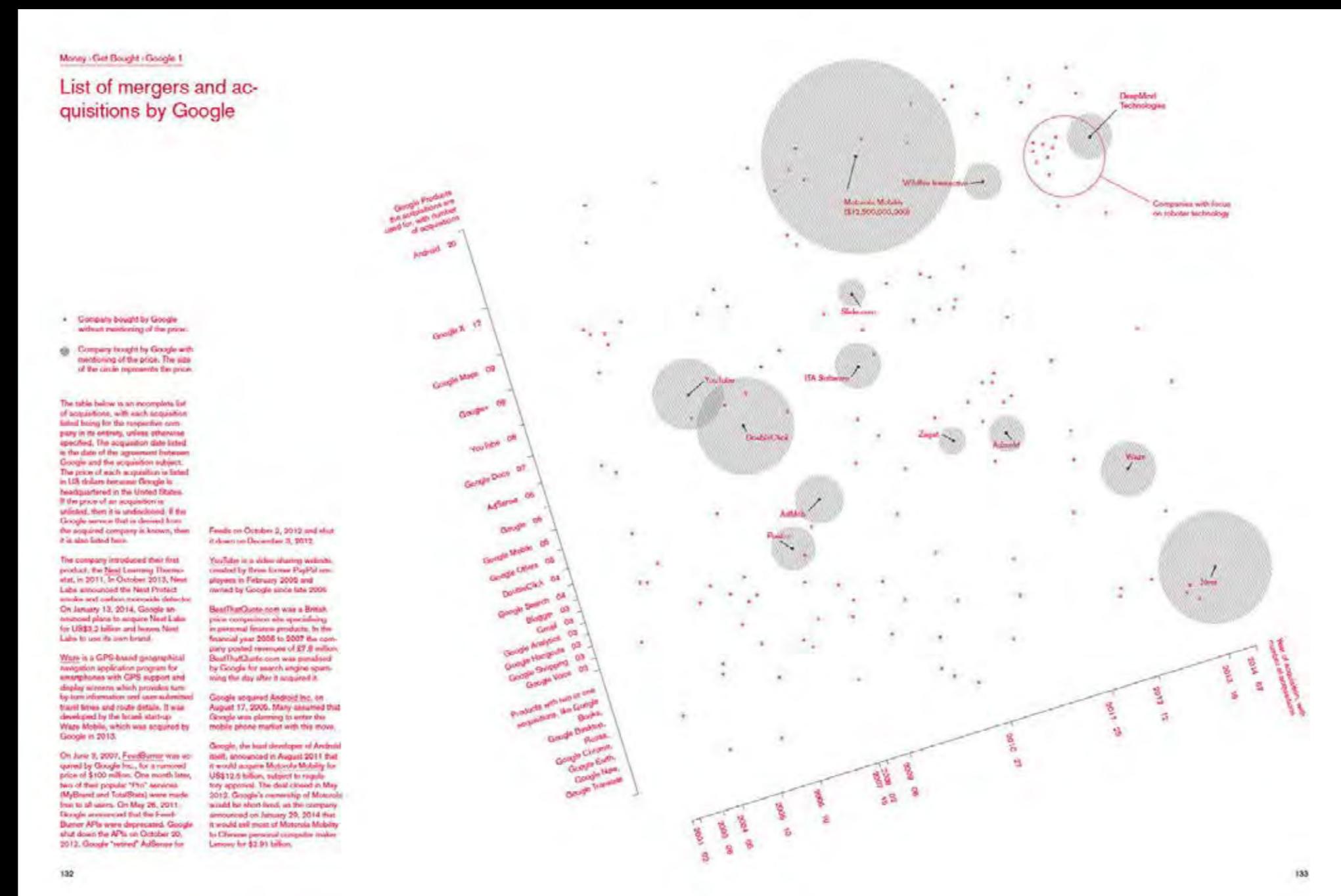


# What? Google Mergers and Acquisitions

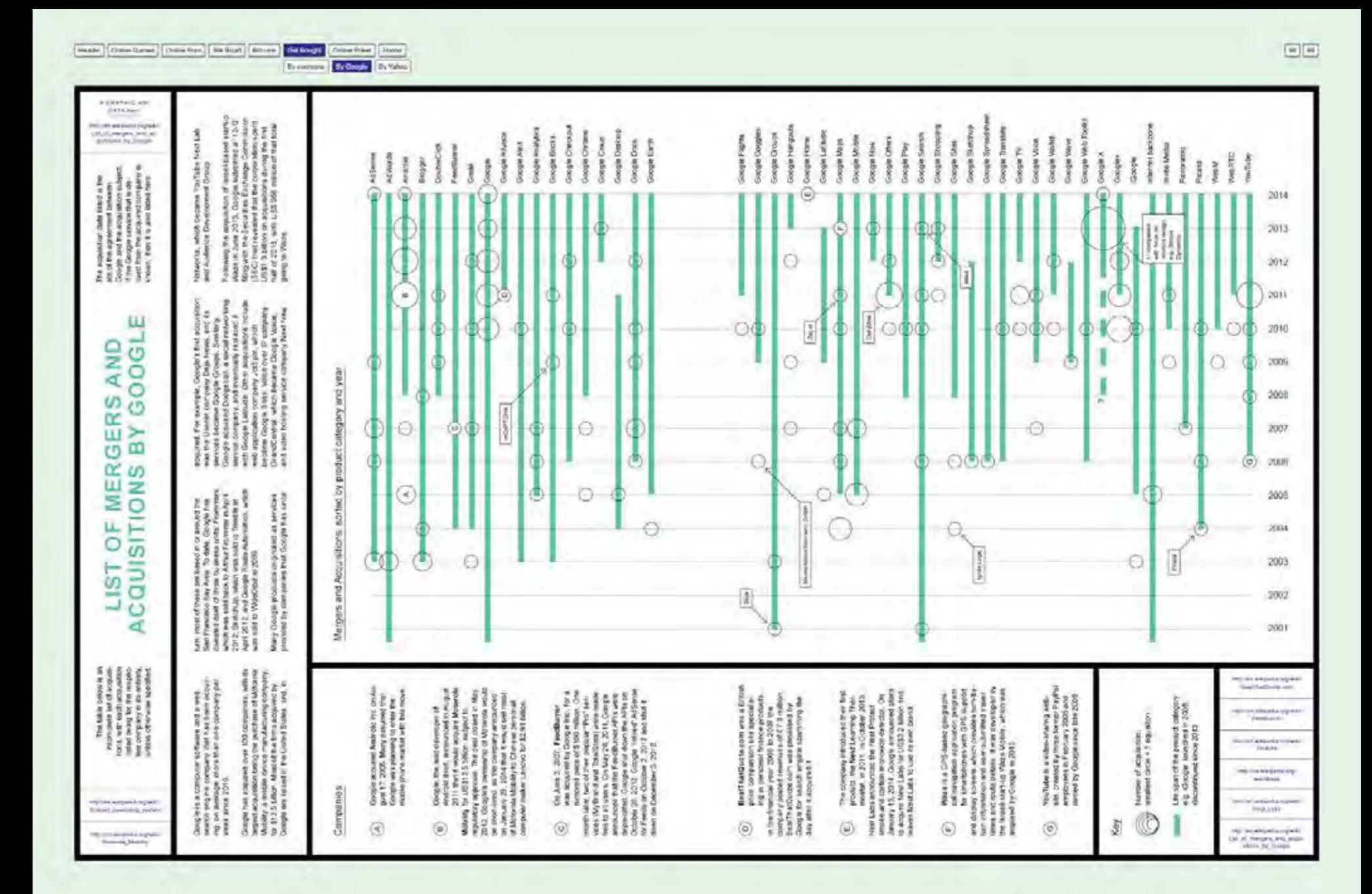
# 1st — Magazine



# 2nd Magazine

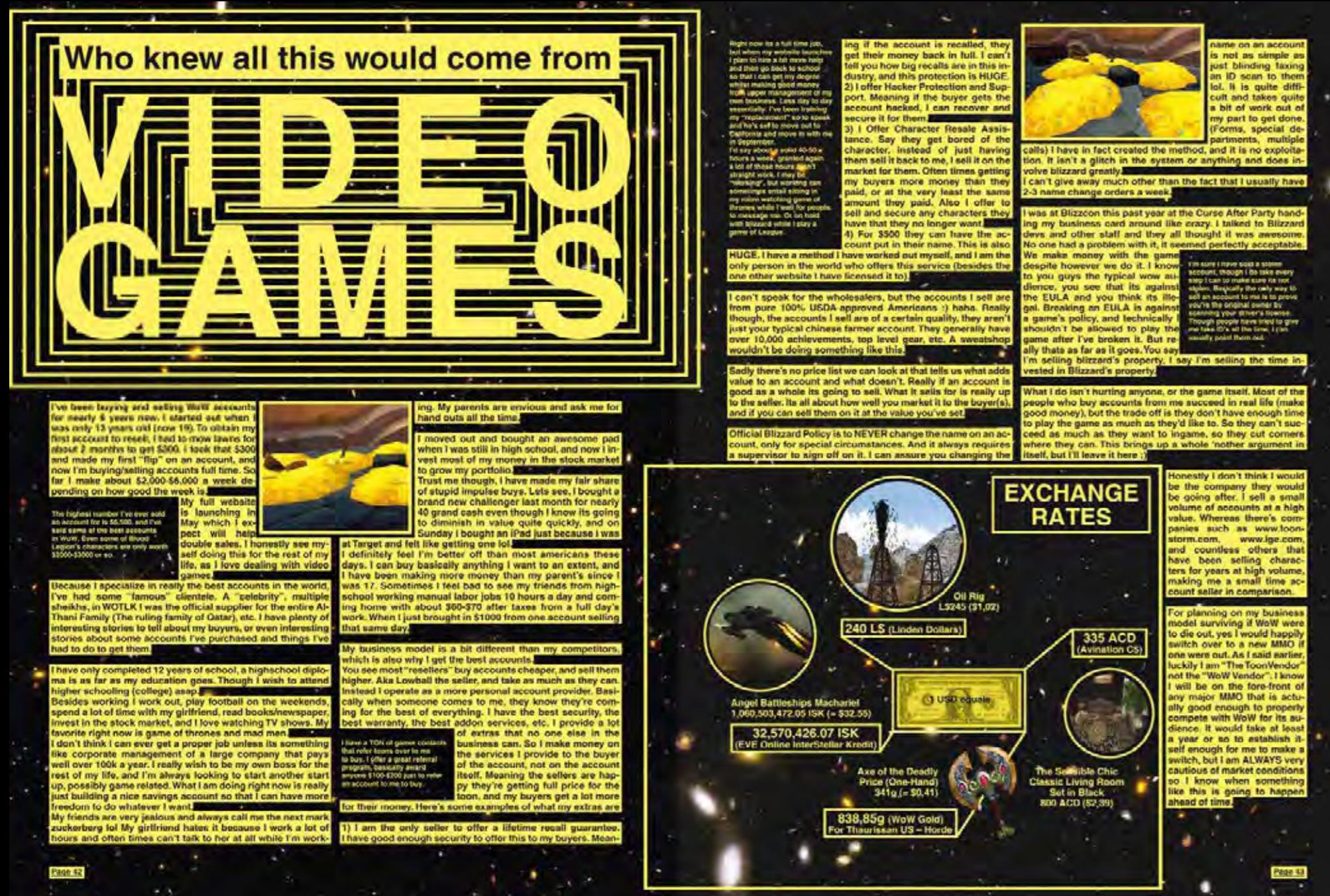


# 3rd Magazine



# What? Who knew this would come from Video Games

## 1st Magazine



## 2nd Magazine



## 3rd Magazine

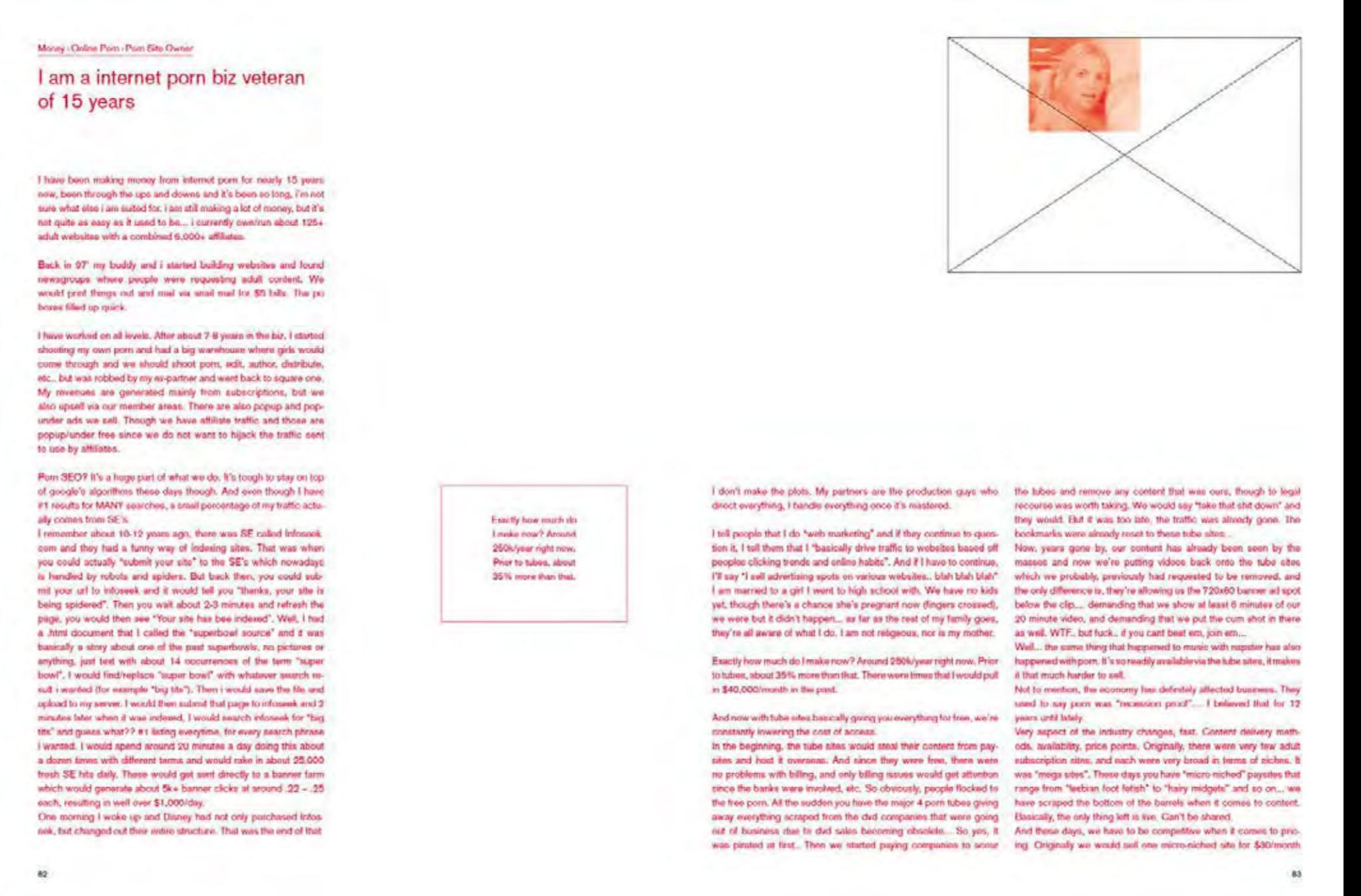


What? I am an internet porn biz veteran of 15 years

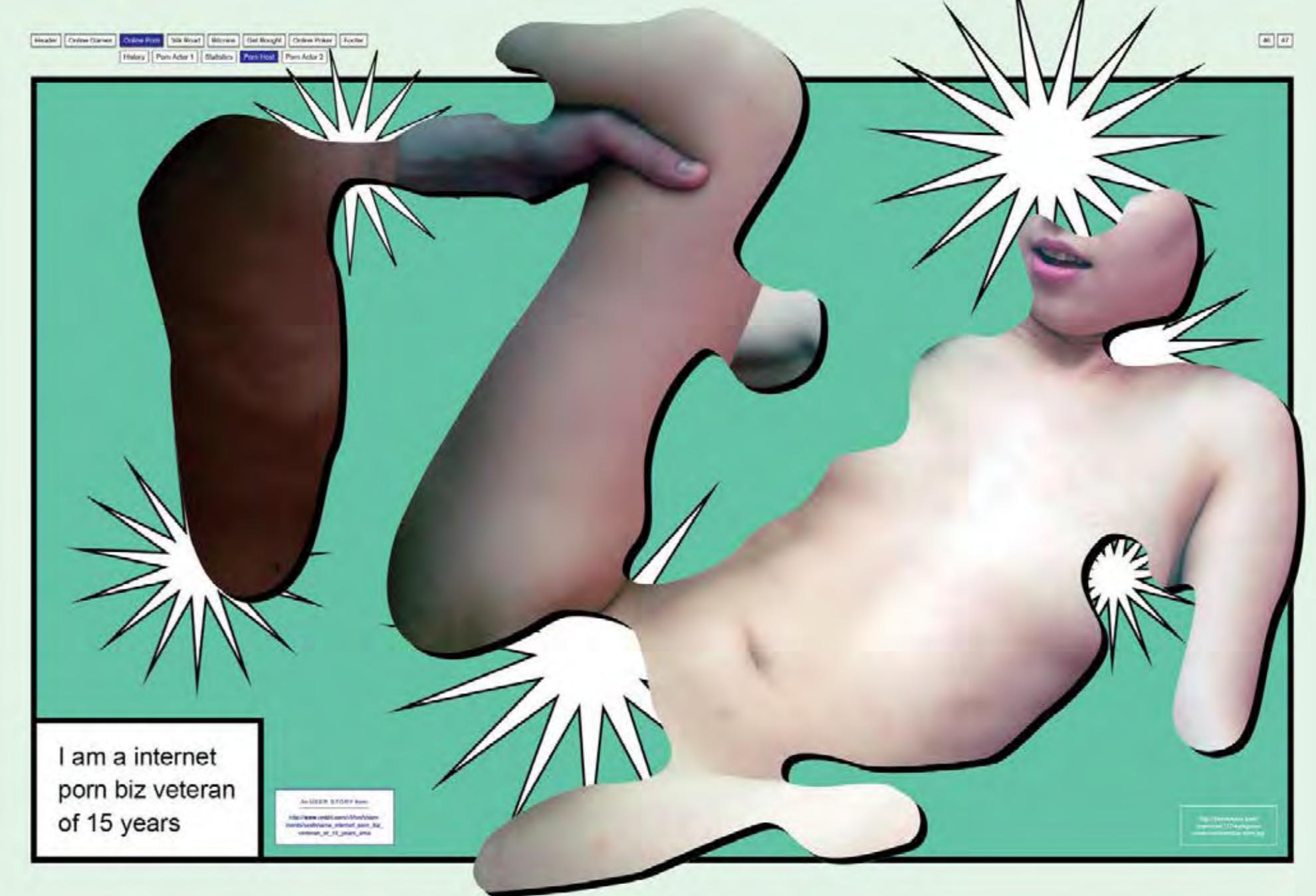
# 1st — Magazine



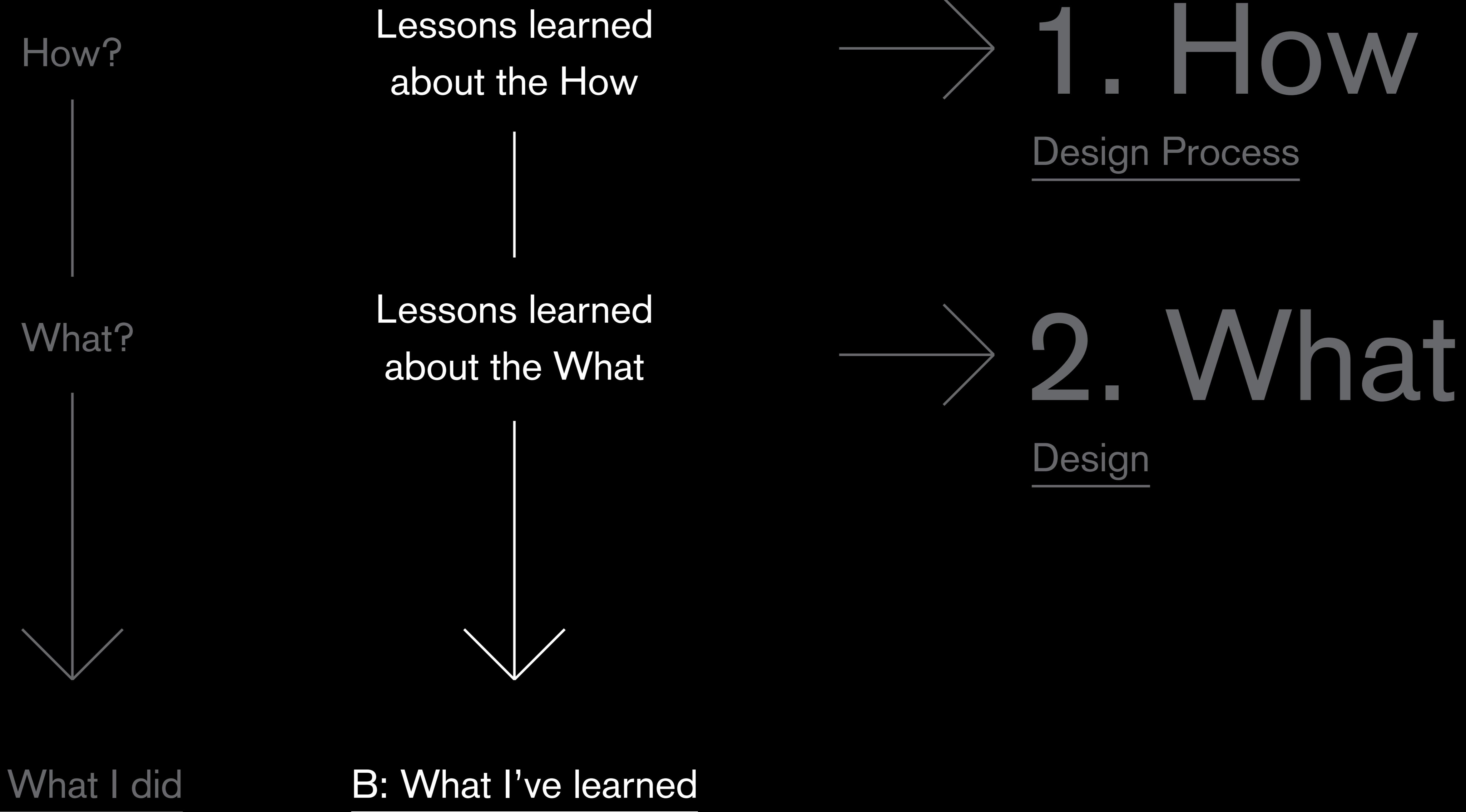
# 2nd Magazine



# 3rd --- Magazine



## Why?



1. Design → Take Breaks
2. Research
3. Blog
4. Meet
5. Ask

## Lessons learned about the How

1. Design
2. Research
3. Blog
4. Meet
5. Ask

→ Take Breaks

→ Reflect

## Lessons learned about the How

1. Design → Take Breaks
2. Research
3. Blog → Reflect
4. Meet
5. Ask → Show Work

## Lessons learned about the How

1. Design → Take Breaks
2. Research
3. Blog → Reflect
4. Meet
5. Ask → Show Work

Motivation, Conversation, Comparison, Proof

# Lessons learned about the What

»Can I improve  
my design through  
feedback?«

»Can I improve  
my design through  
feedback?«

»Can I improve  
my design through  
feedback?«

→ Impression

»Can I improve  
my design through  
feedback?«

- Impression
- Details

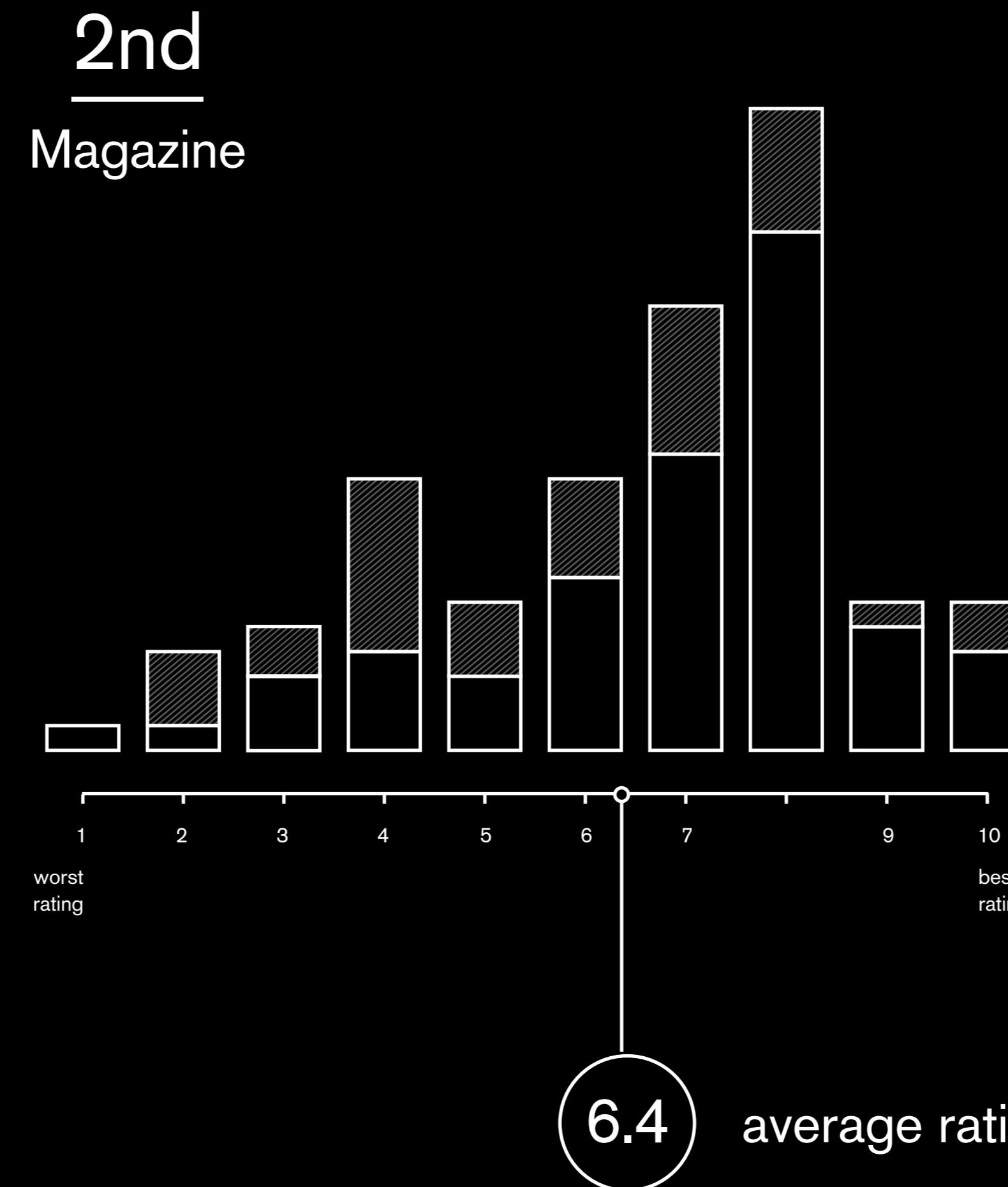
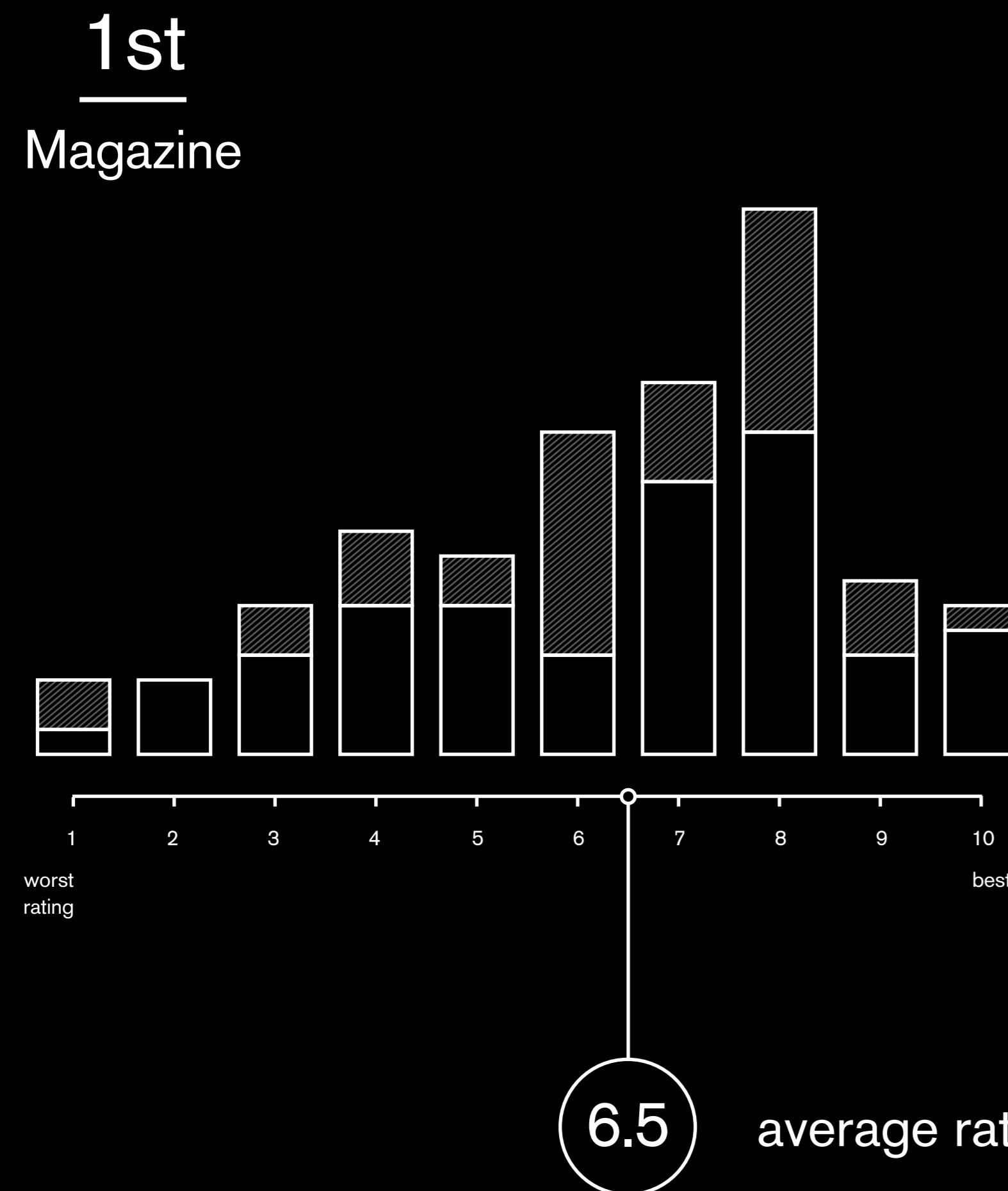
# → Impression

How much would you want to read this magazine?



# Lessons learned about the What

Impression



# Lessons learned about the What

Impression

**1st**

Magazine

»The best project is  
magazine number 1.«

vs.

»It hurts my eyes.«

**2nd**

Magazine

»Dieser Entwurf ist der  
beste von allen dreien.«

vs.

»I haven't noticed a  
good aspect.«

**3rd**

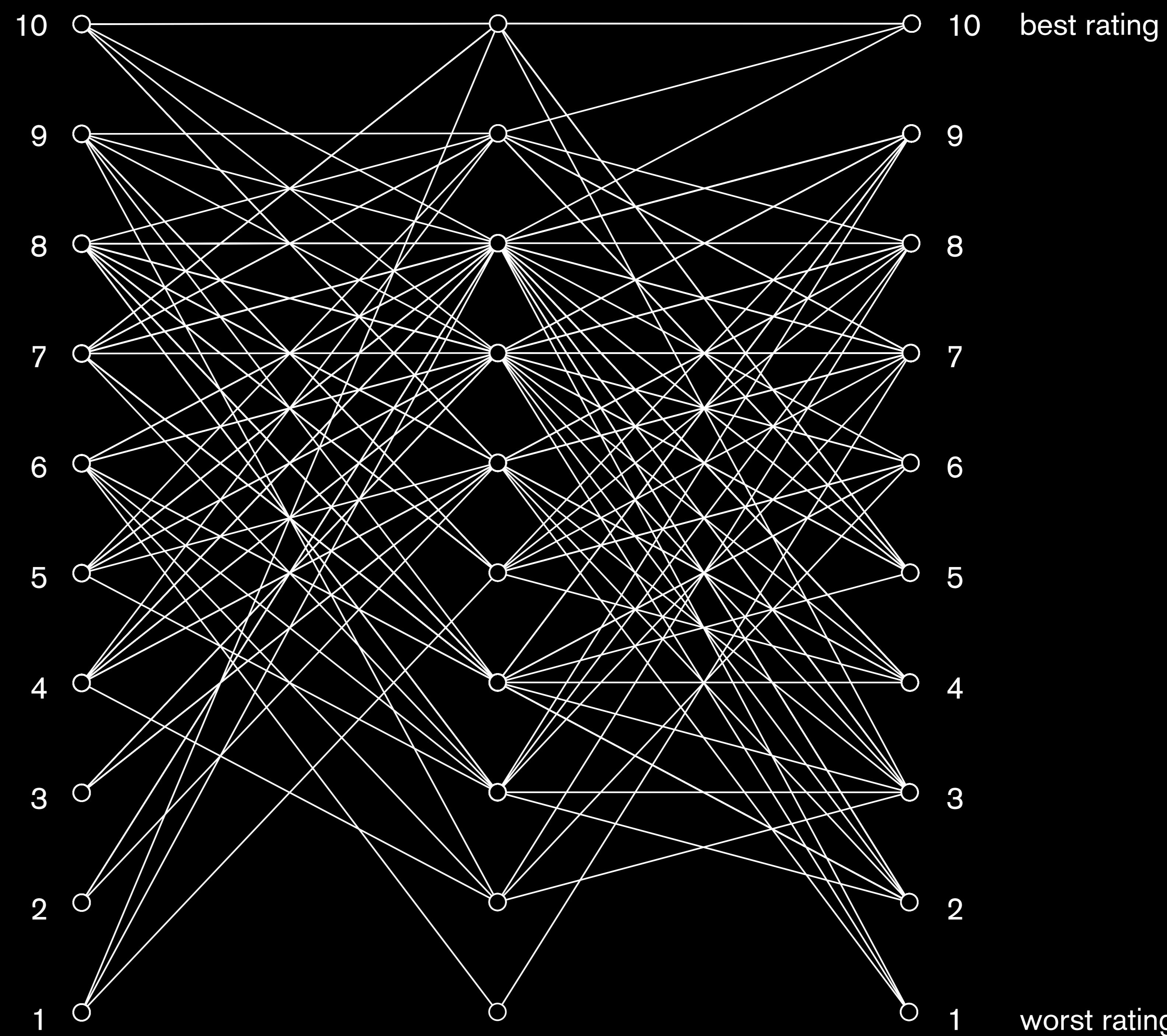
Magazine

»This third version is for  
sure way better designed  
than the others.«

»Besides the terrible  
colors no consistency.«

## Lessons learned about the What

Impression

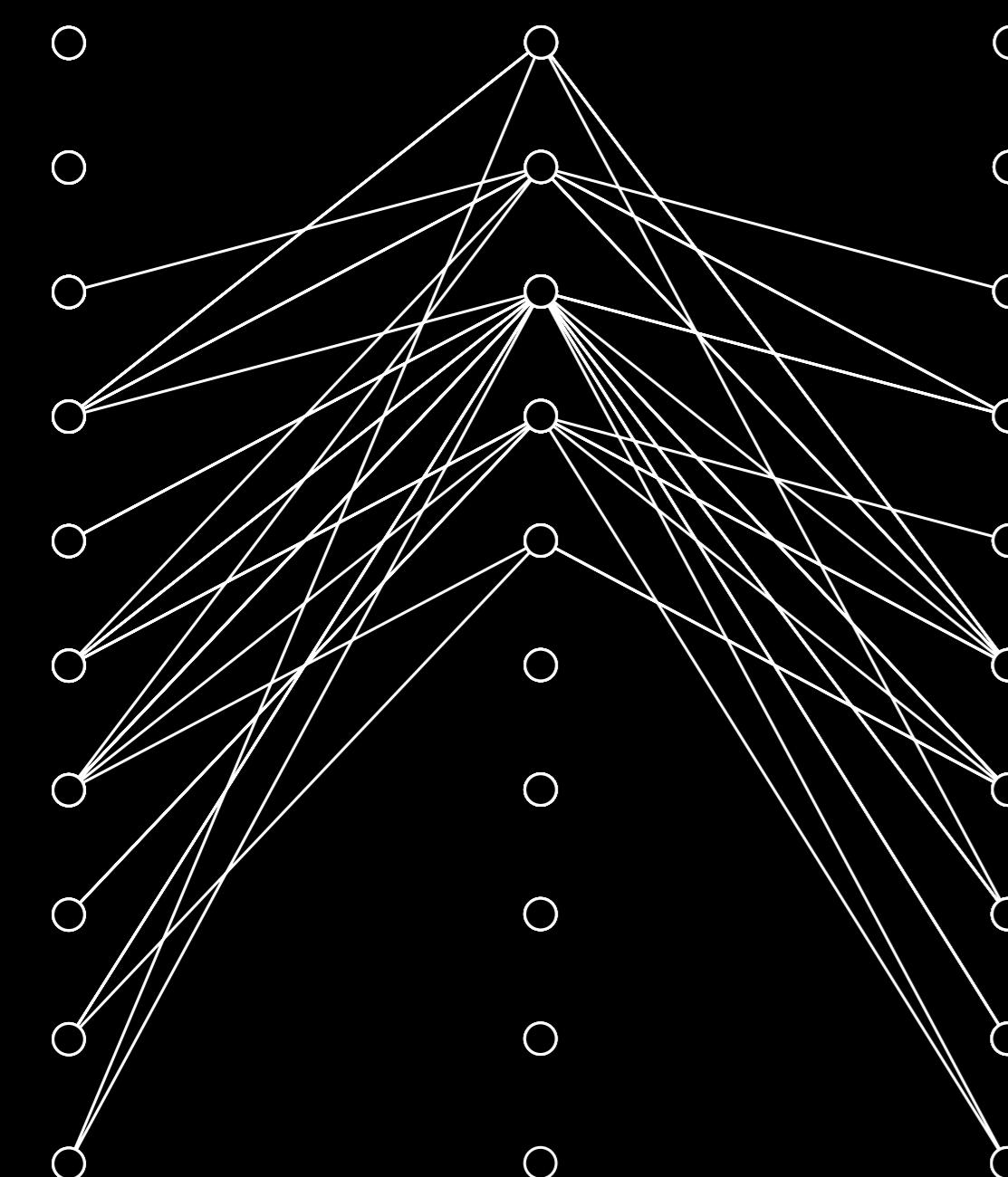


# Lessons learned about the What

Impression

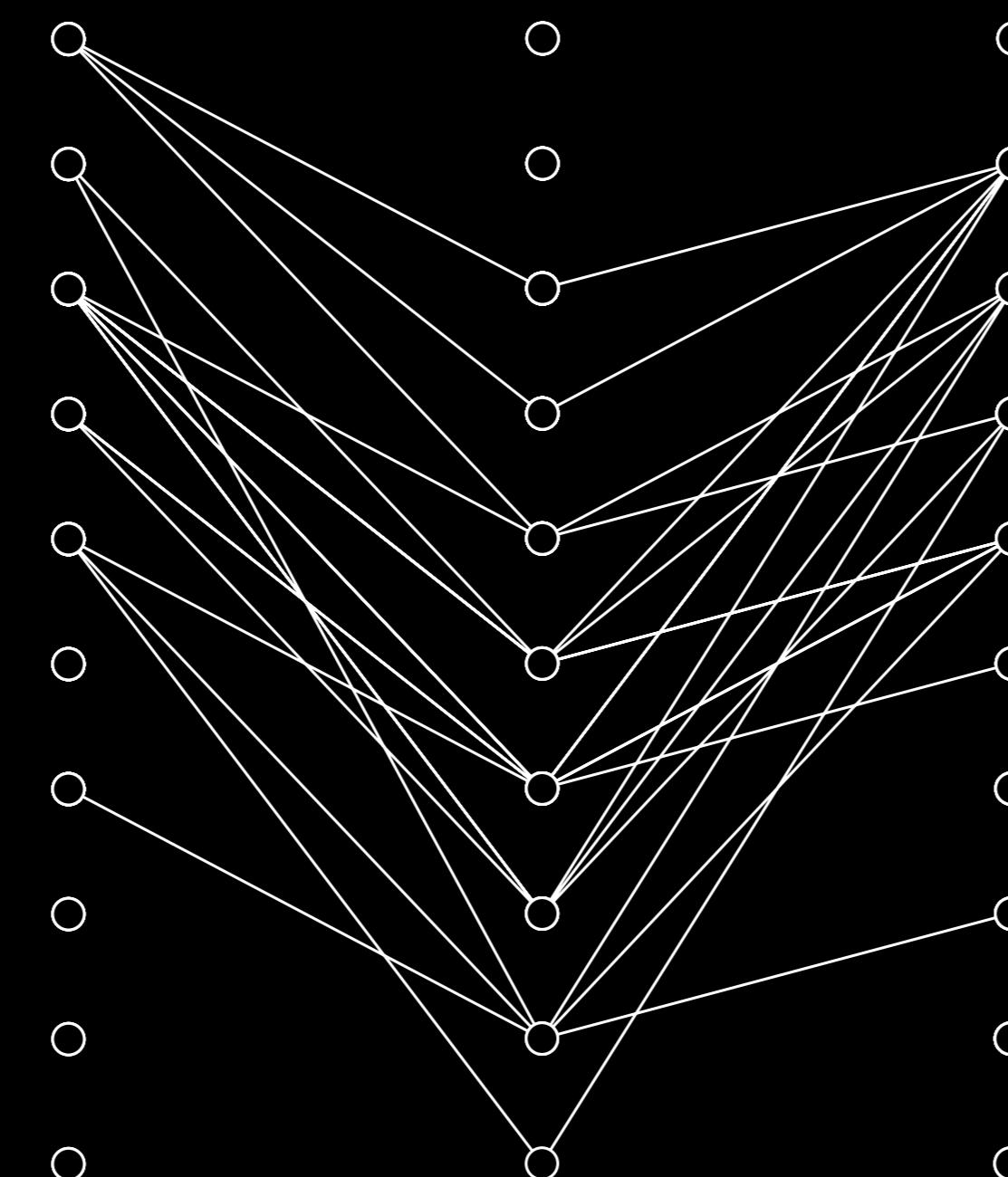
The Minimalists

33.3%



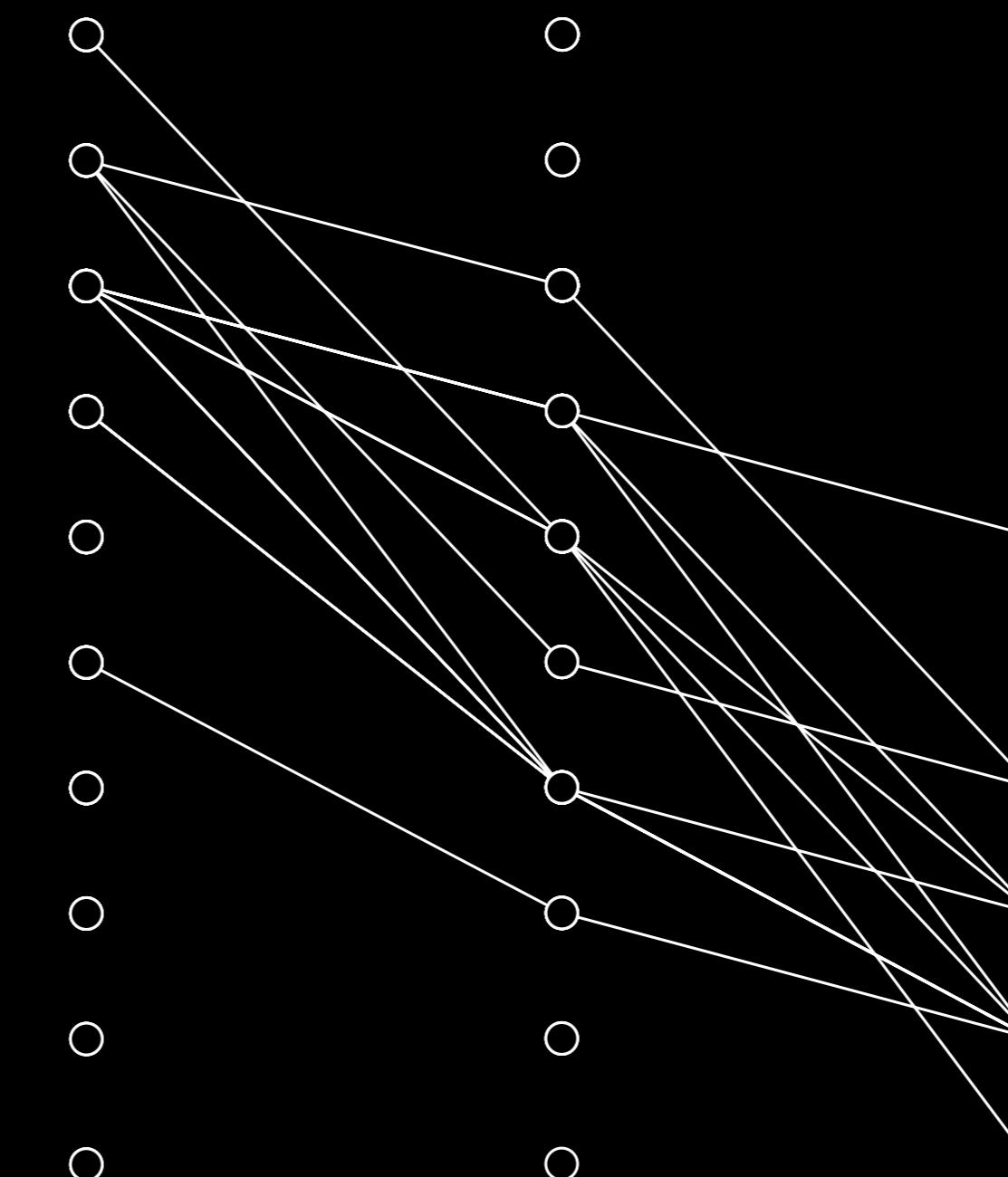
The Maximalists

25.7%



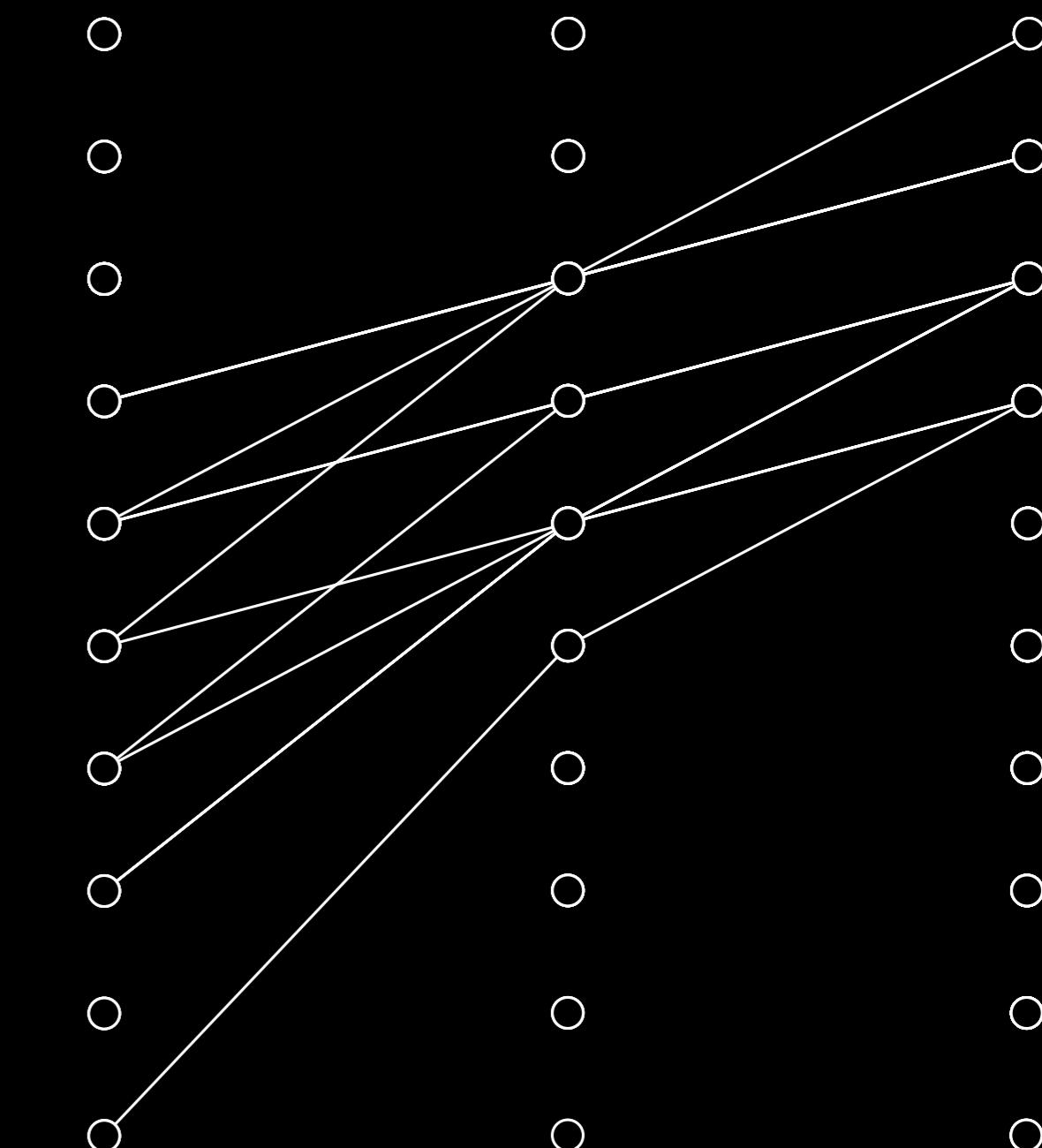
The Innovationists

17.9%



The Magazine-ists

16.7%



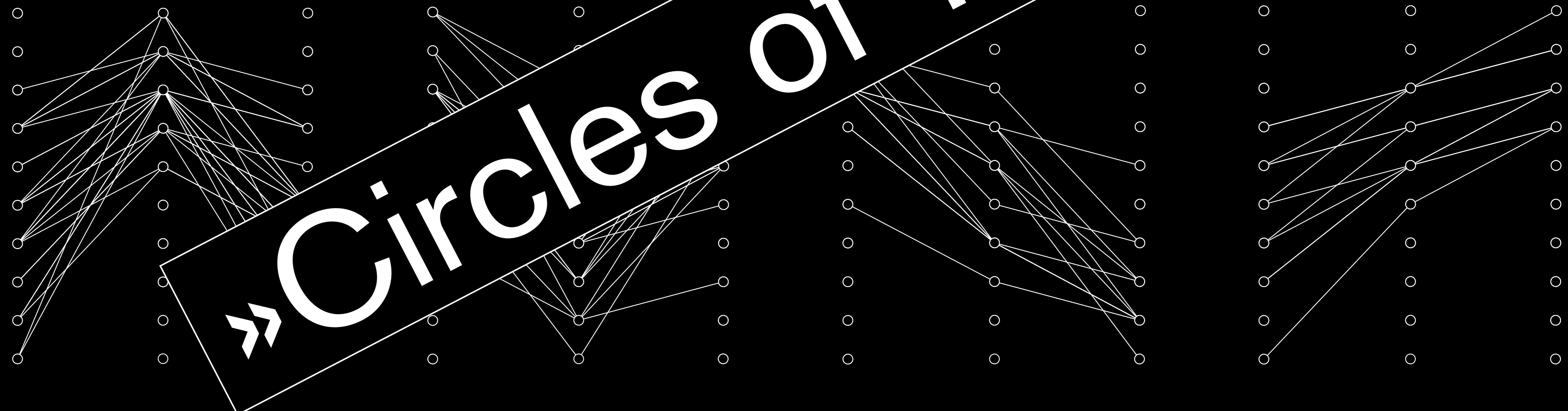
## Lessons learned about the What

Impression

The Minimalists  
33.3%

The Maximalists  
25.7%

The Innovators  
17.9%  
Magazine-ists  
16.7%

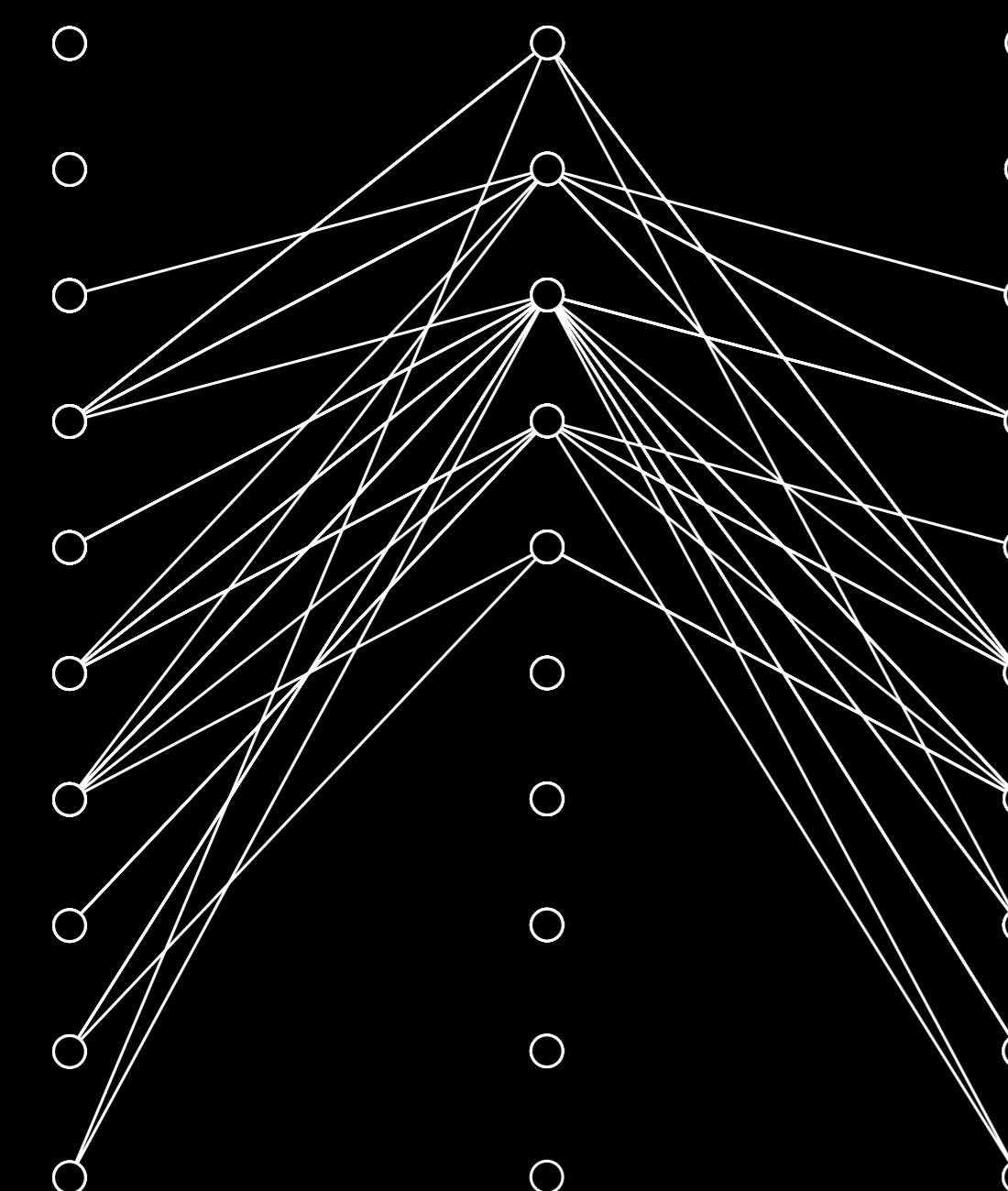


# Lessons learned about the What

Impression

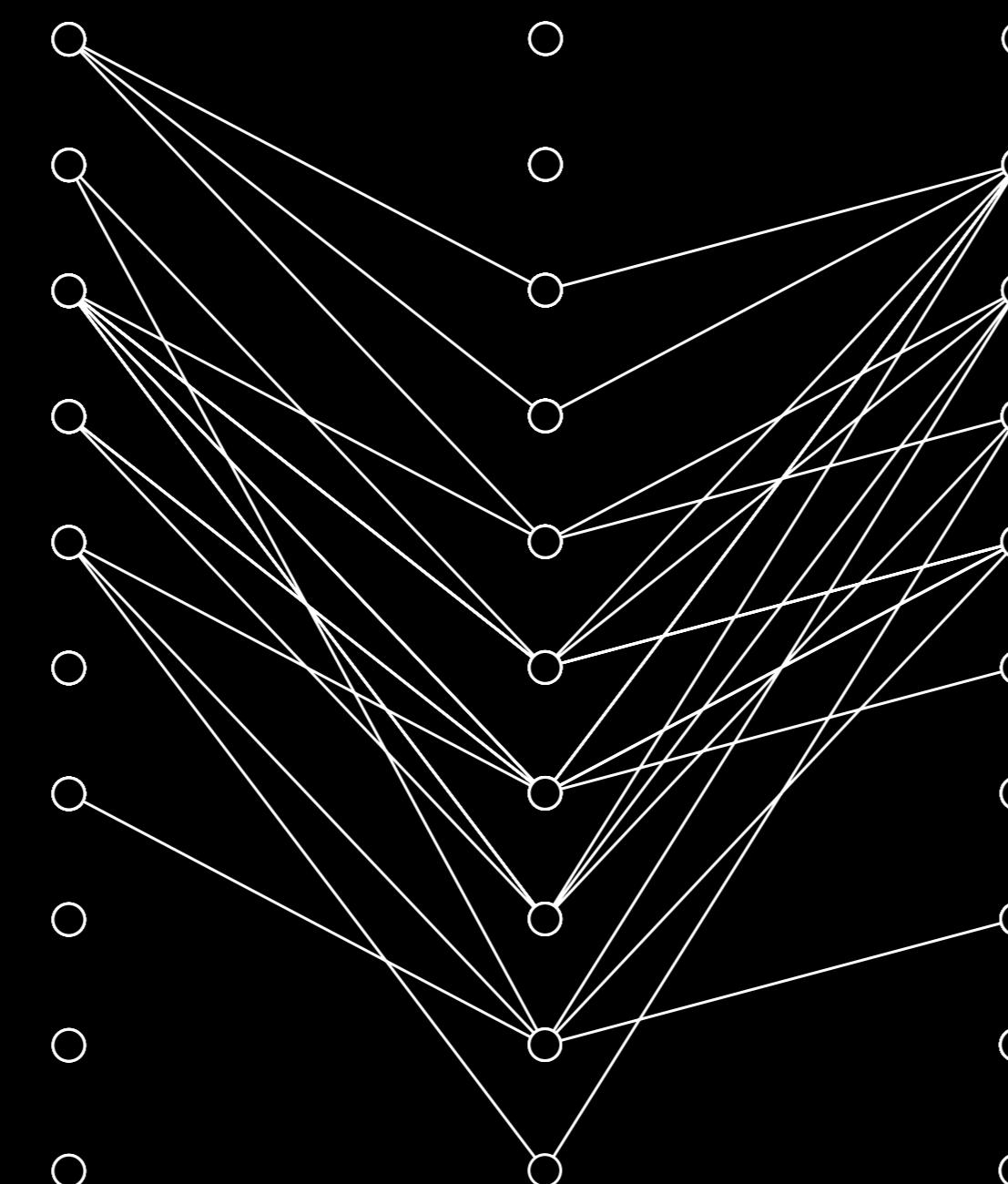
The Minimalists

33.3%



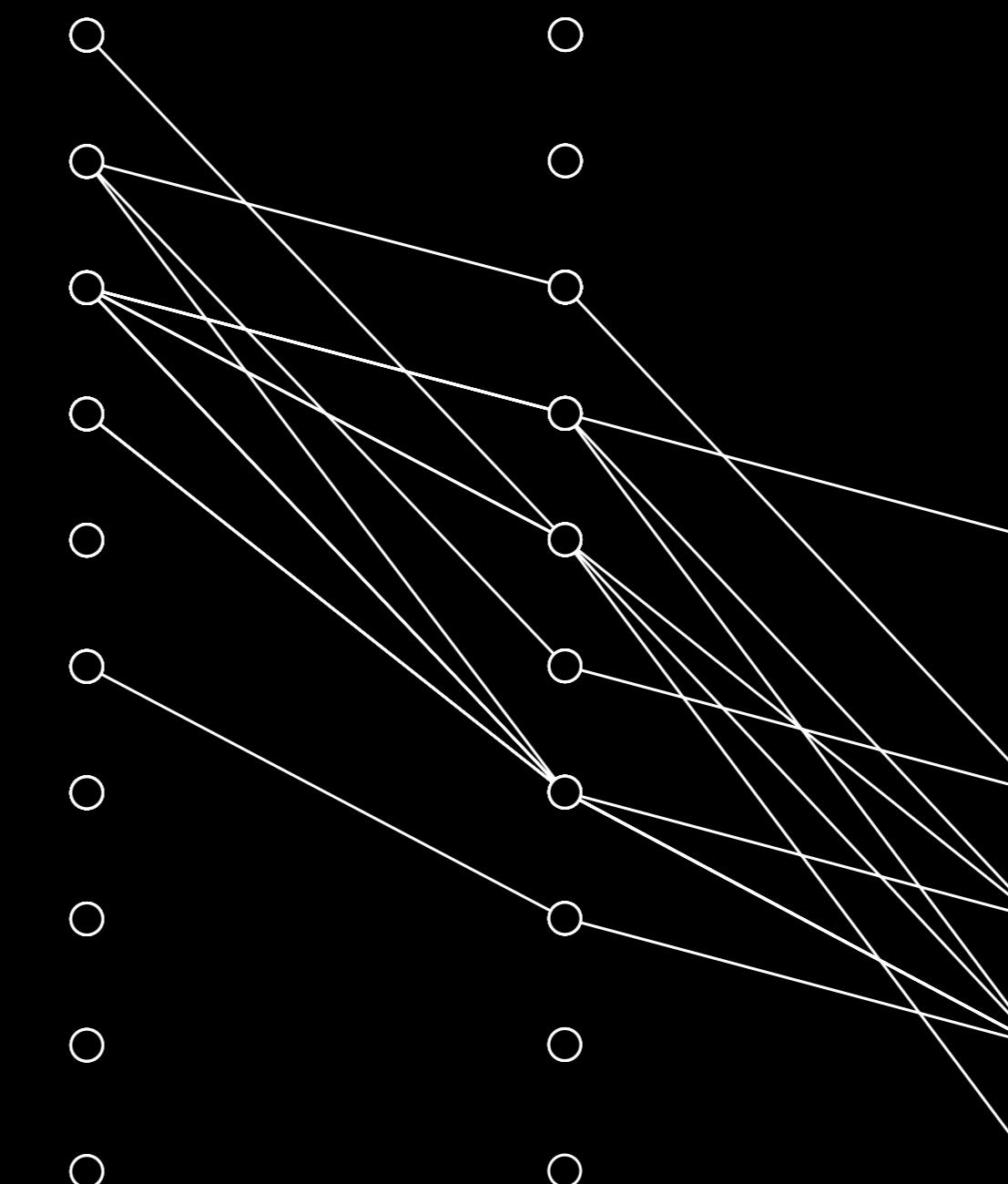
The Maximalists

25.7%



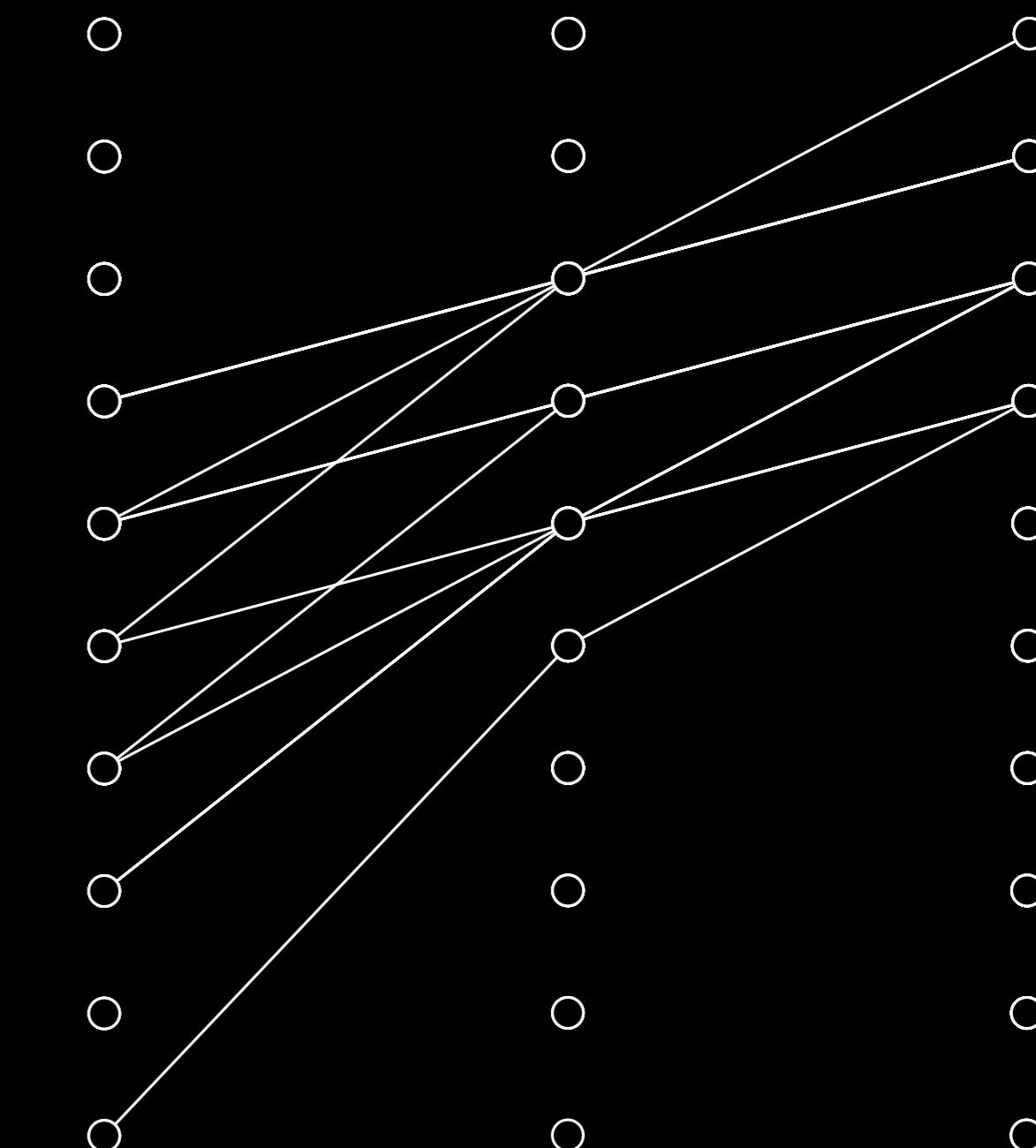
The Innovationists

17.9%



The Magazine-ists

16.7%



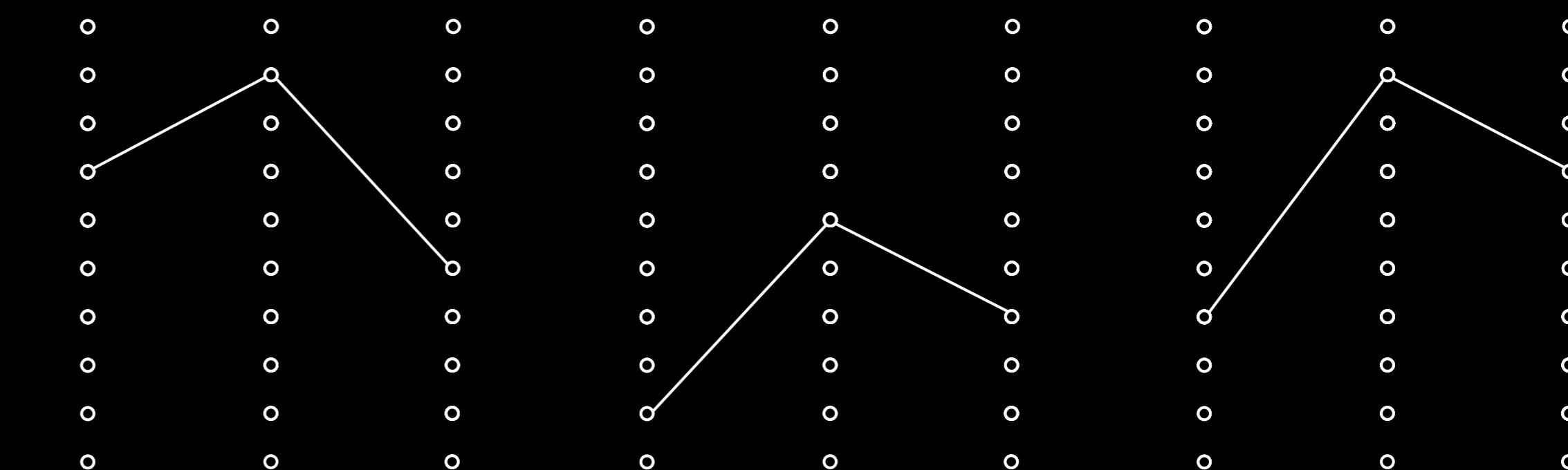
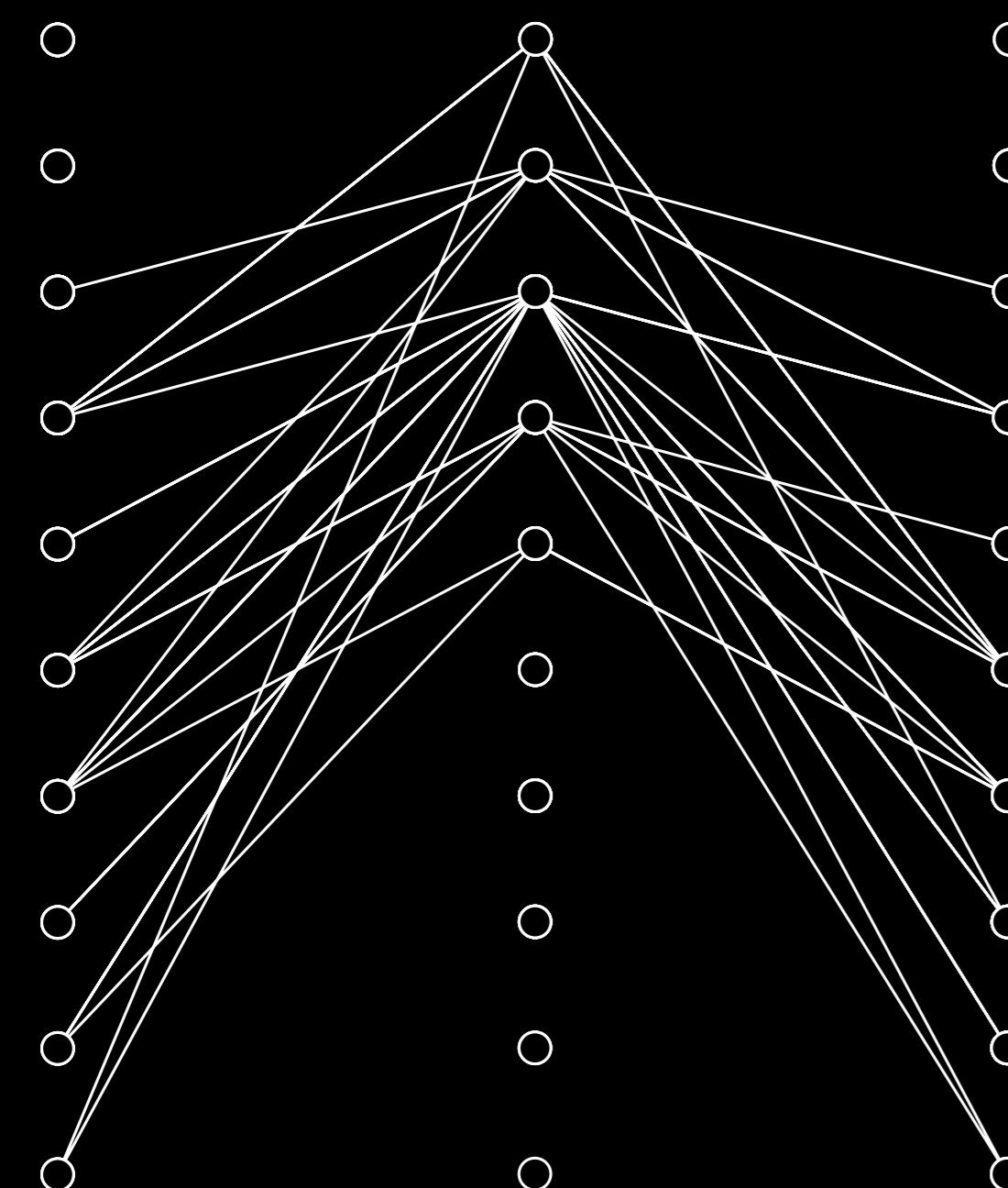
# Lessons learned about the What

Impression

The Minimalists

33.3%

Highest Priority:  
Minimalism & Readability



Floyd Schulze  
Designer at Gestalten,  
e.g. of Turning Pages

Rachel Maria Taylor  
Editor-in-Chief  
of Another Escape

Matt Willey  
Designer of PORT,  
The Elephant, YouCanNow

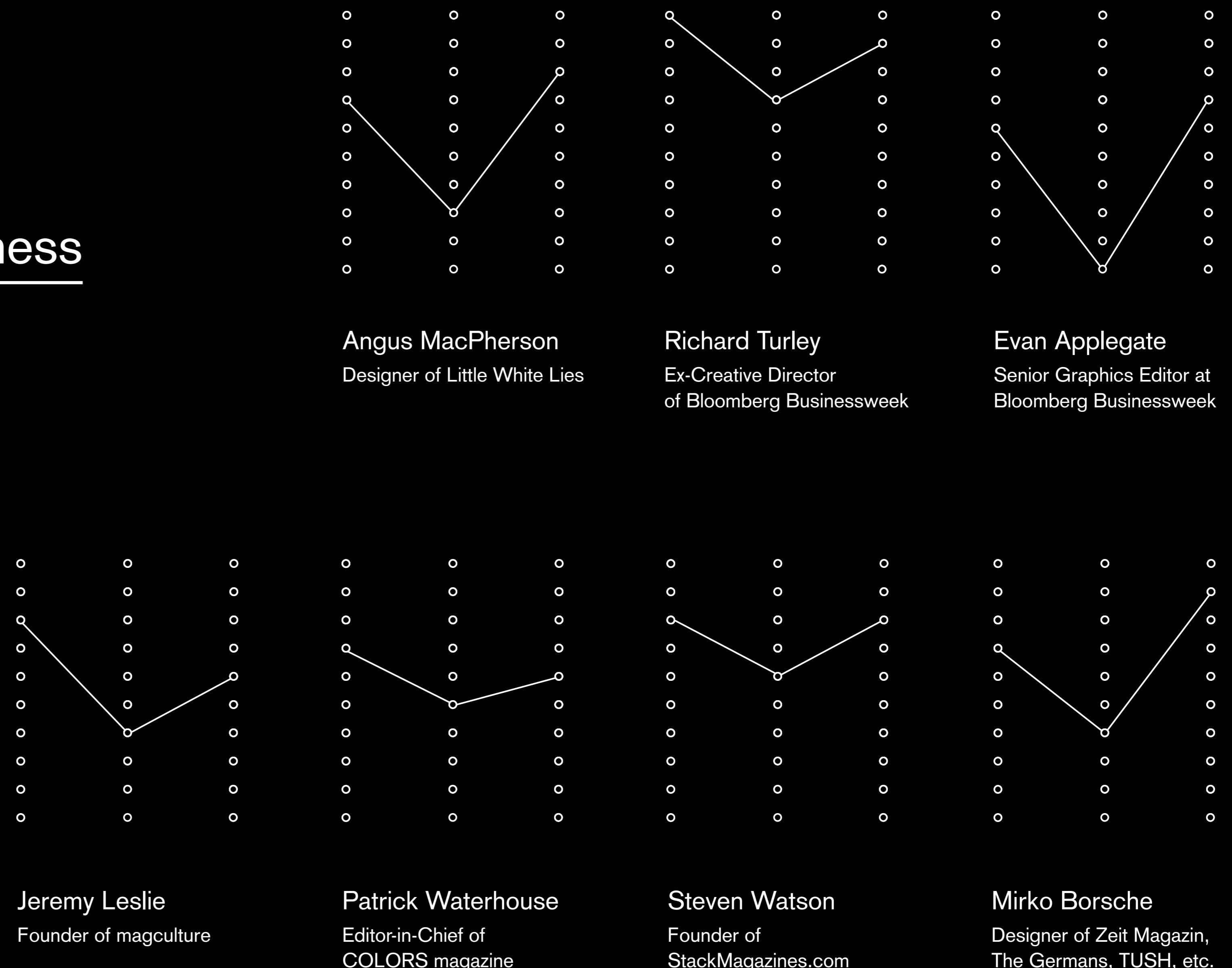
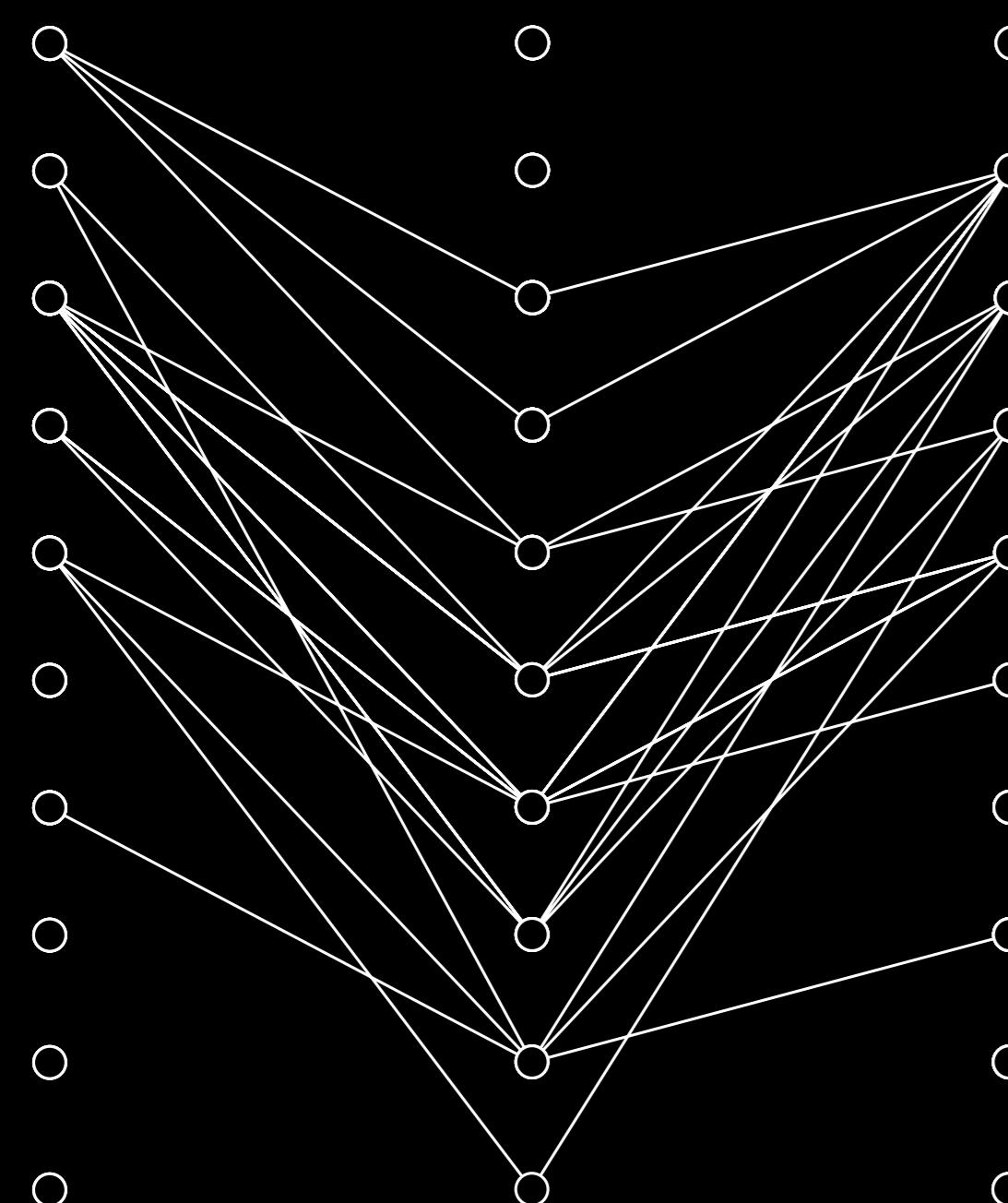
# Lessons learned about the What

The Maximalists

25.7%

Impression

Highest Priority:  
Attention & Boldness



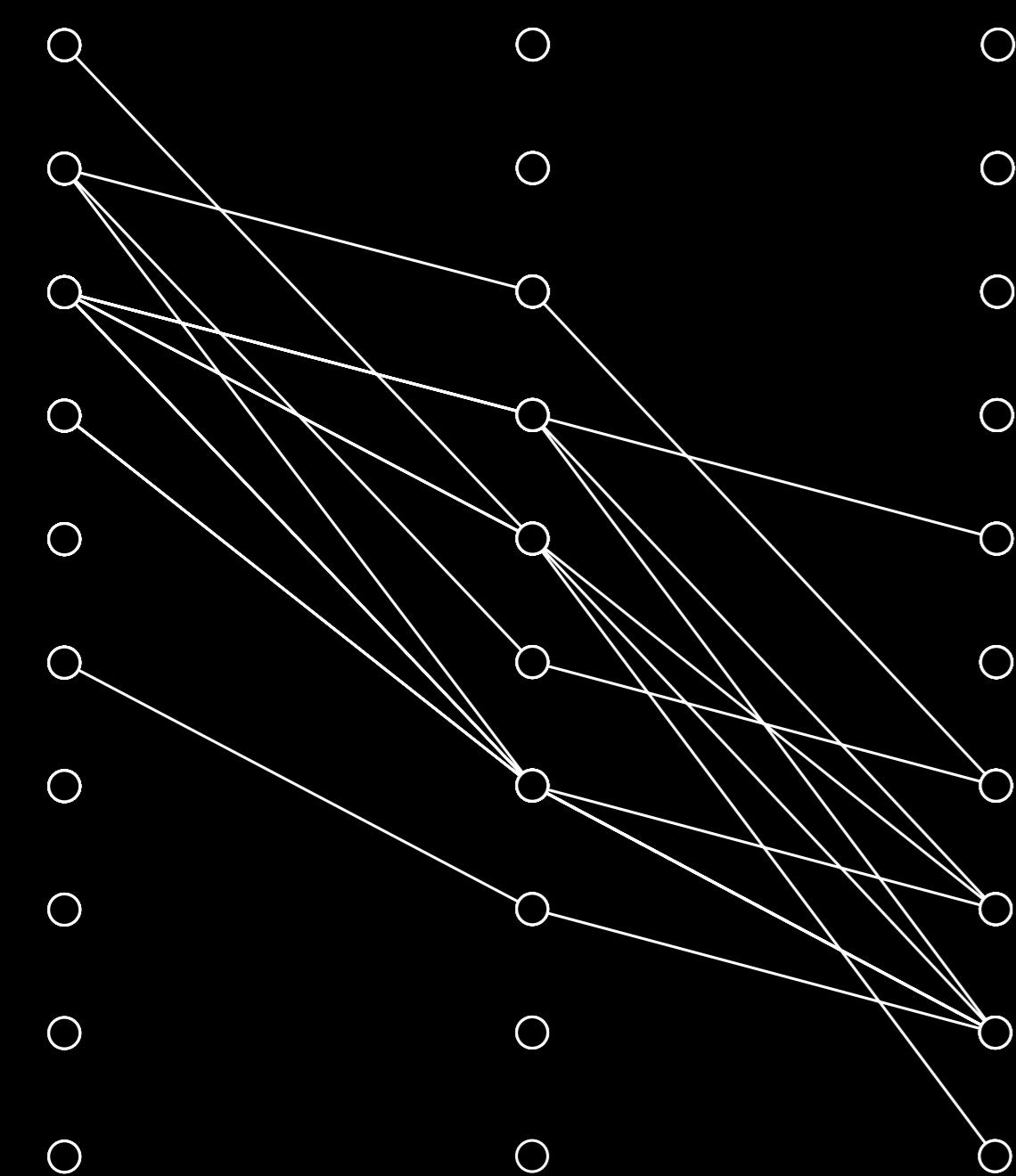
# Lessons learned about the What

Impression

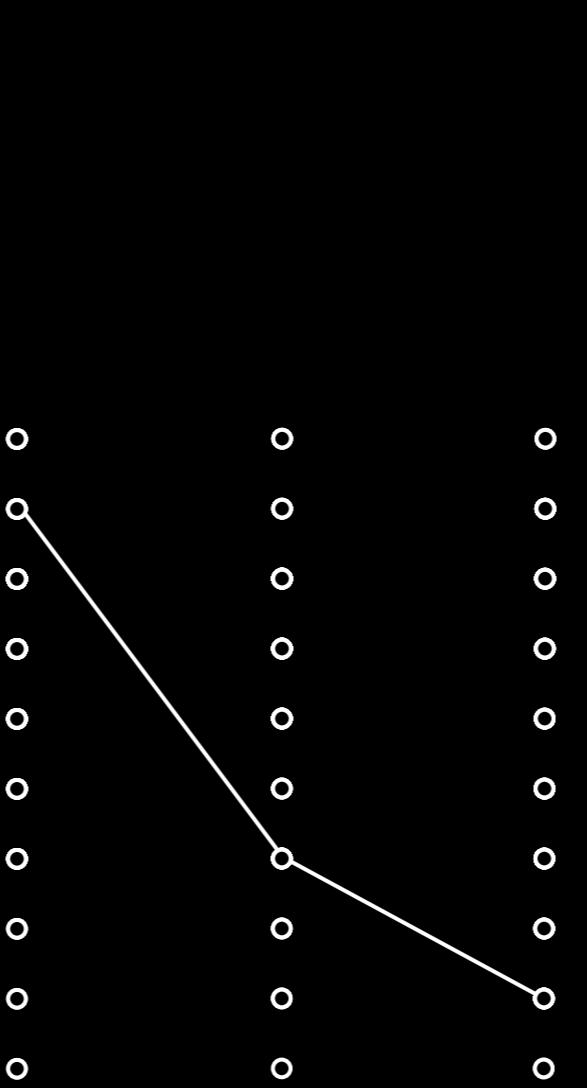
The Innovationists

17.9%

Highest Priority:  
Innovation



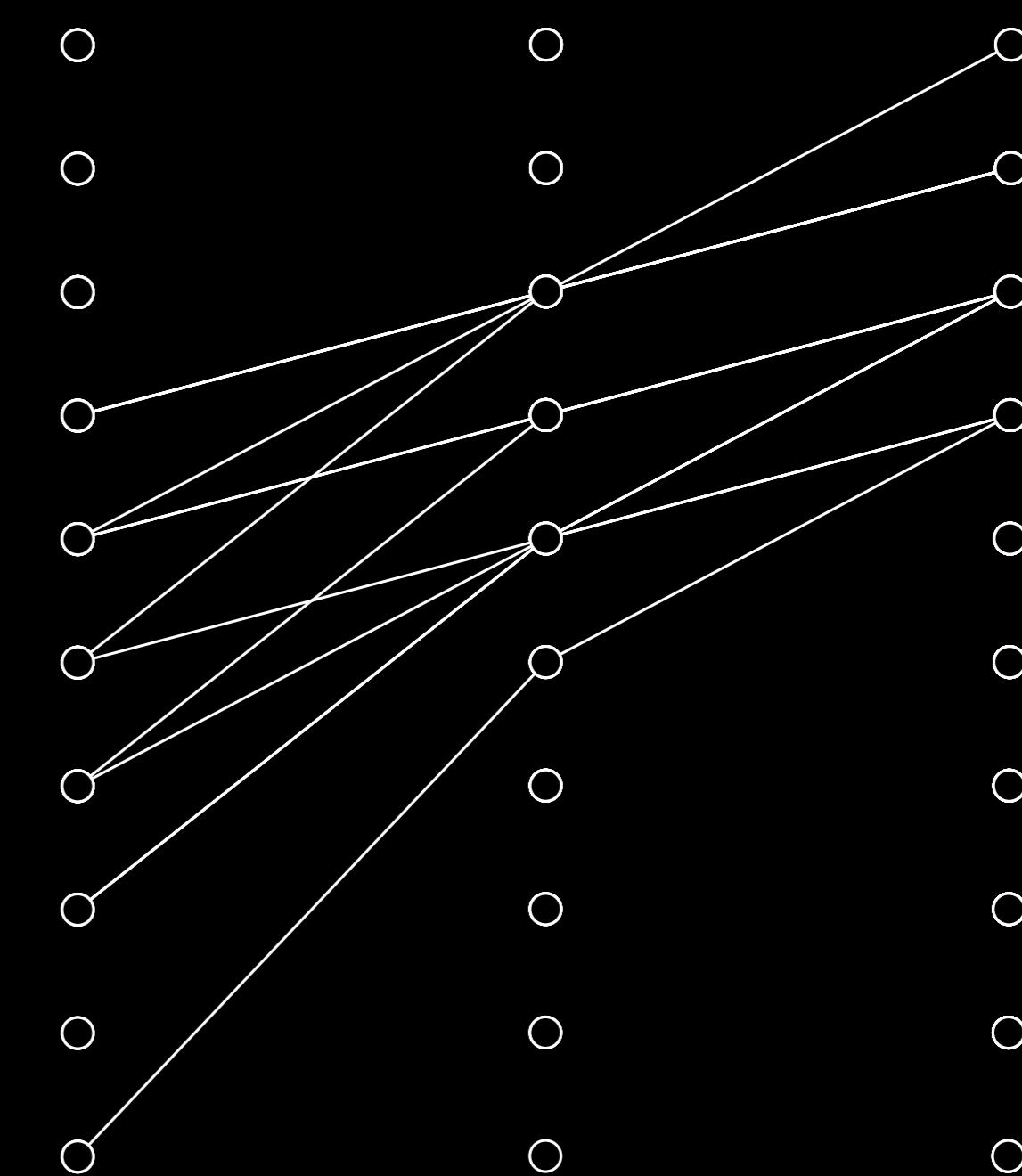
Michael Bojkowski  
Creator of linefeed.me



Sven Ehmann  
Creative Director  
of Gestalten

The Magazine-ists

16.7%



»Can I improve  
my design through  
feedback?«

»Can I improve  
my design through  
feedback?« No.

»Can I improve  
my design through  
feedback?« No.  
**Impression is subjective.**

»Can I improve  
my design through  
feedback?« No.  
Impression is subjective.

→ There will always be  
somebody who likes it.

# → Details

1. What are the three best aspects of this magazine?

Think for example of typeface, cover, readability, information graphics, images, structure or specific pages.

2. What are the three worst aspects of this magazine?

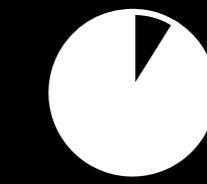
Think for example of typeface, cover, readability, information graphics, images, structure or specific pages.

# Lessons learned about the What

Details

Information  
Graphics

dotview #3a

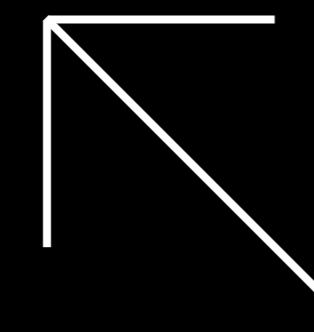
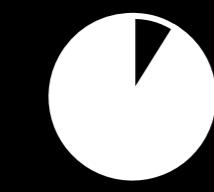


# Lessons learned about the What

Details

Information  
Graphics

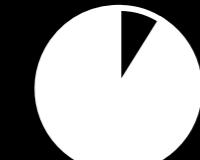
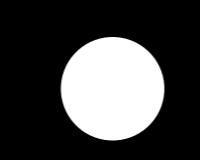
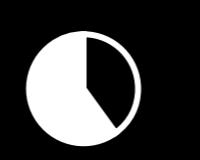
dotview #3a



10 positive mentions  
1 negative mention

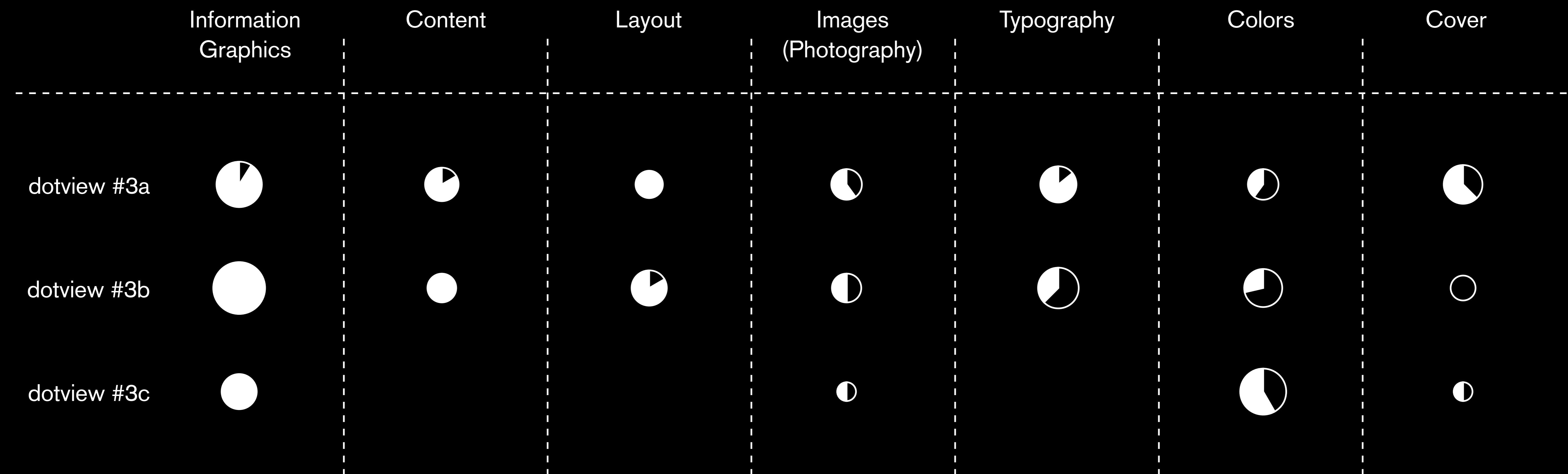
# Lessons learned about the What

Details

Information Graphics	Content	Layout	Images (Photography)	Typography	Colors	Cover	
dotview #3a							

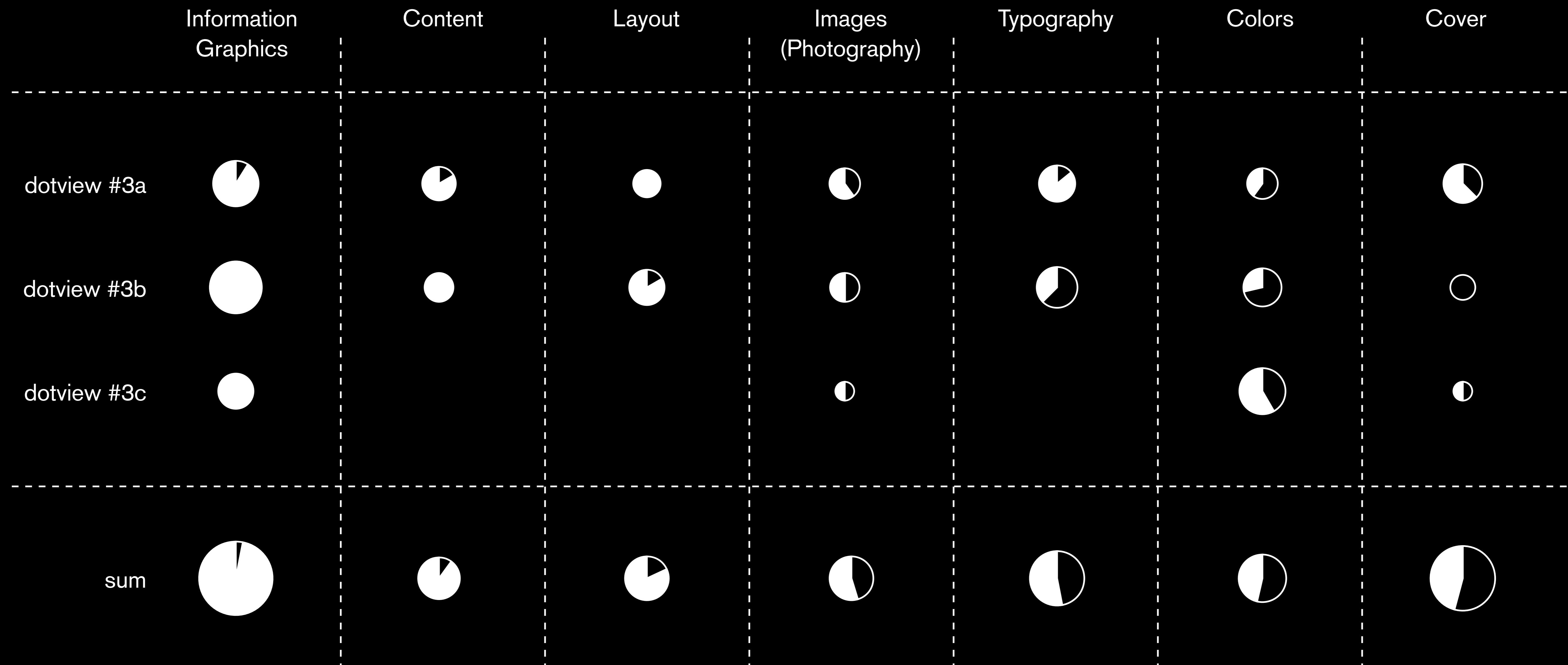
# Lessons learned about the What

Details



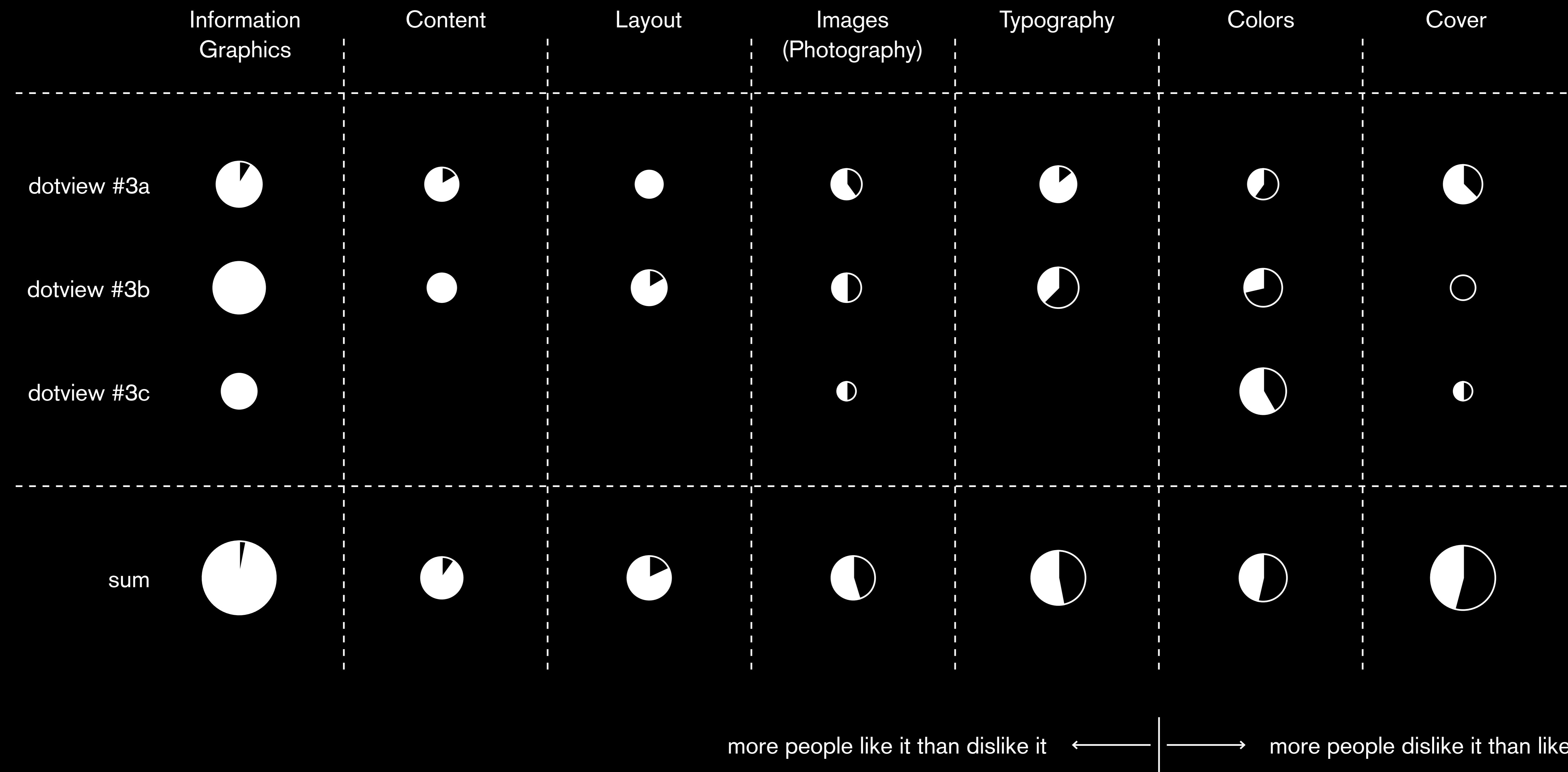
# Lessons learned about the What

Details



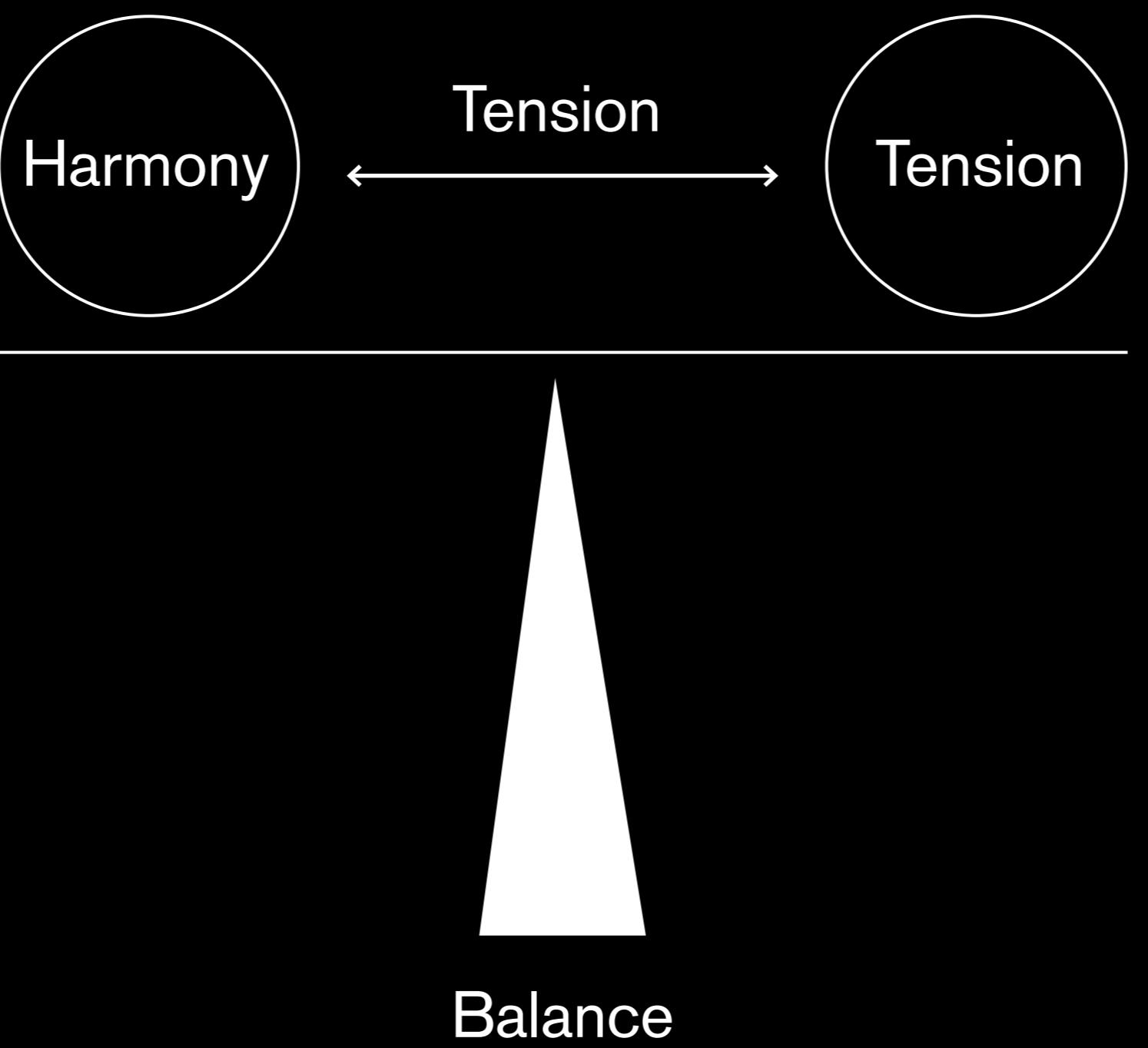
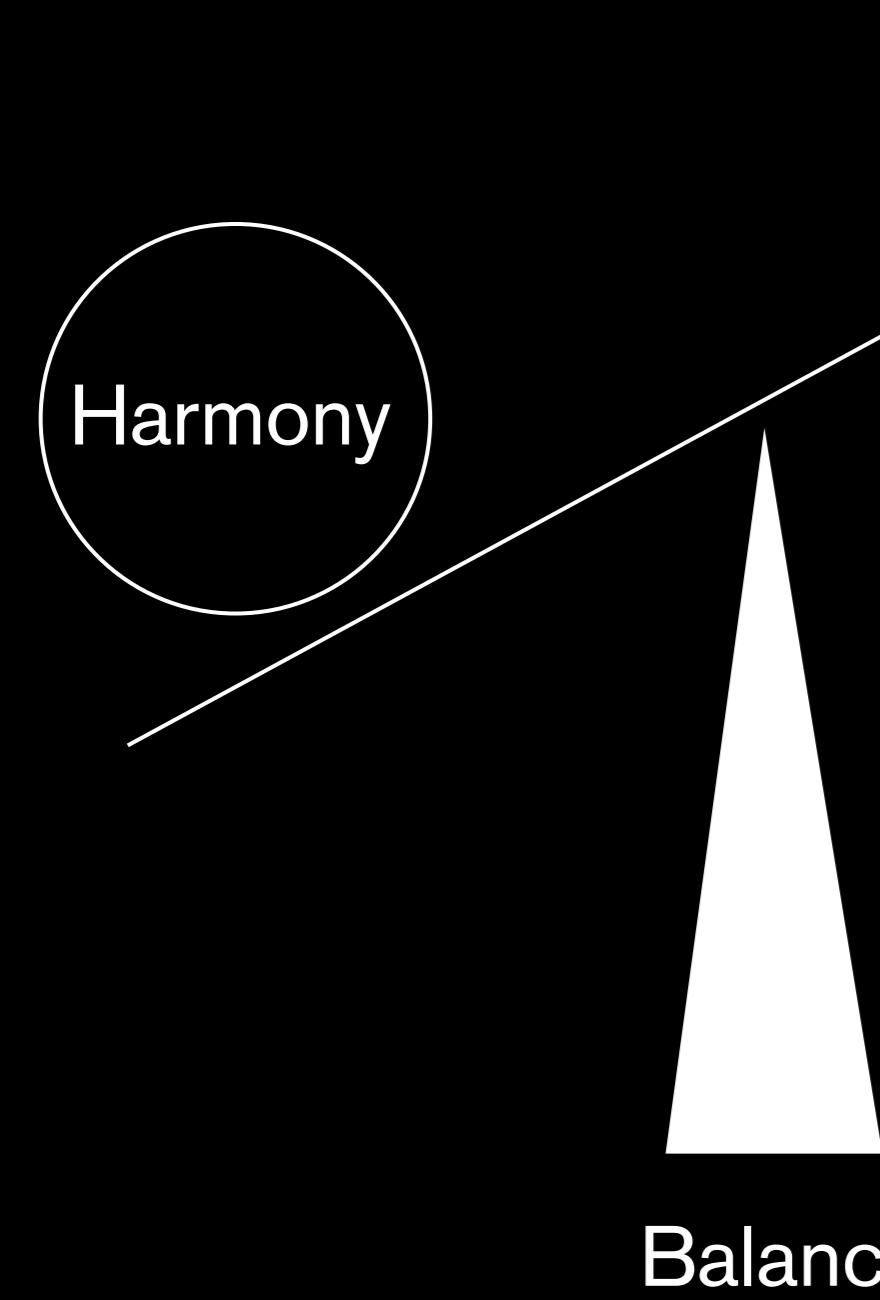
# Lessons learned about the What

Details



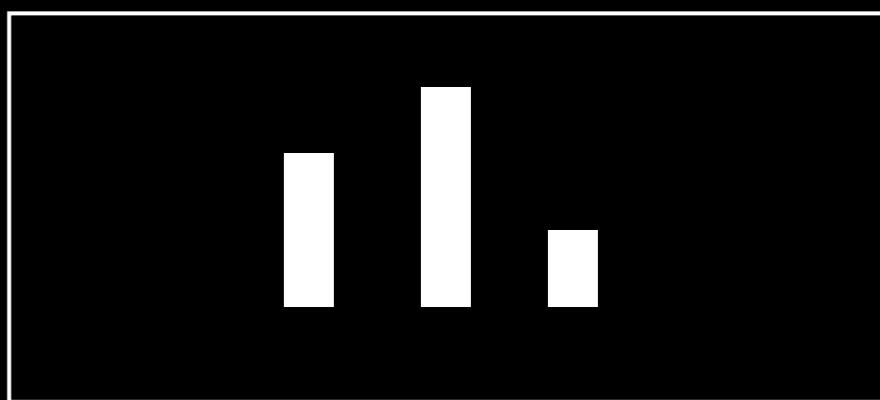
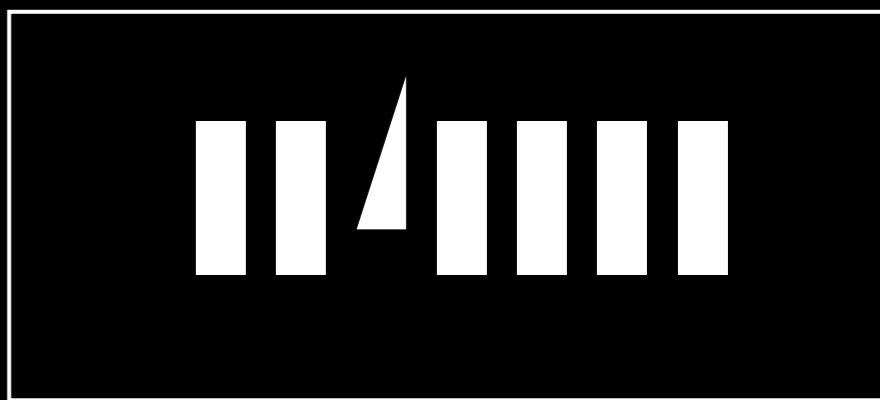
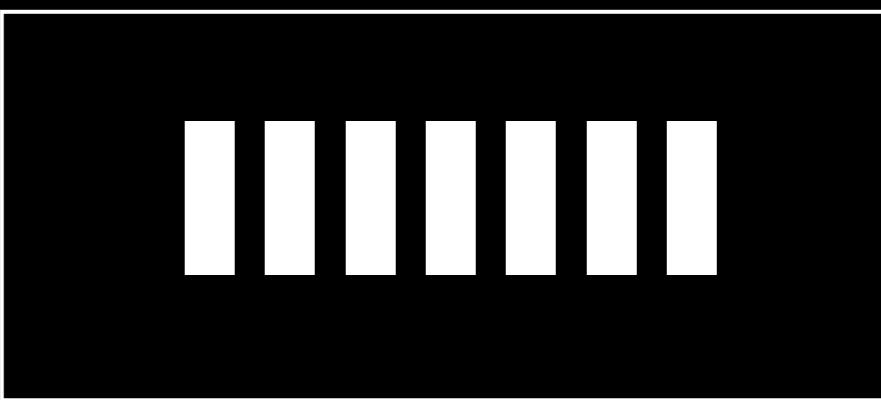
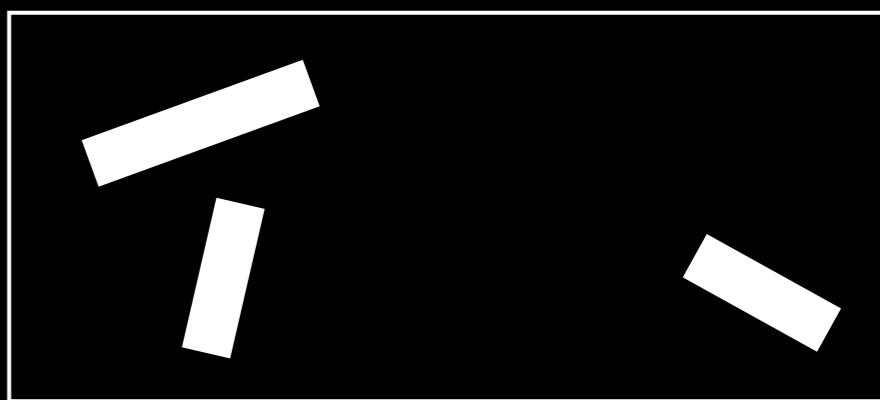
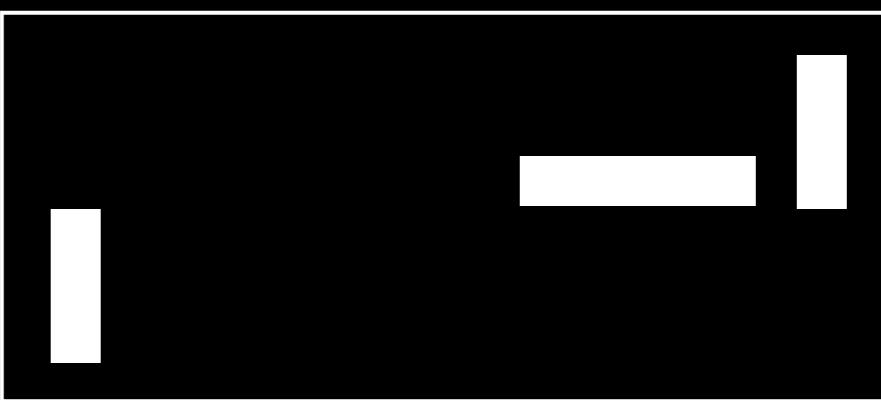
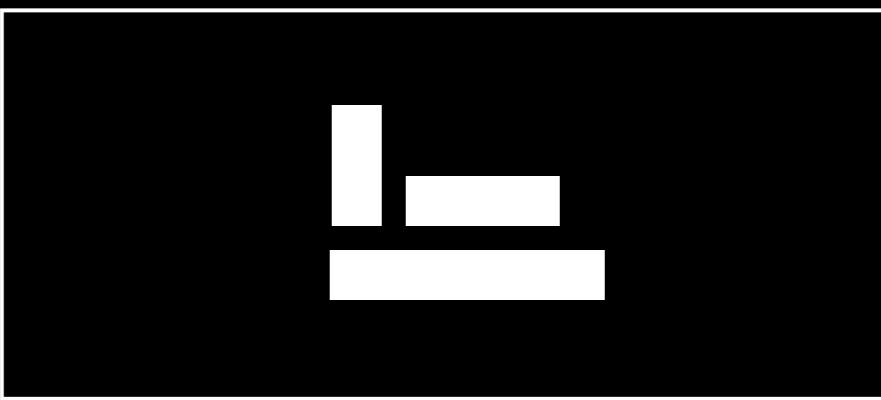
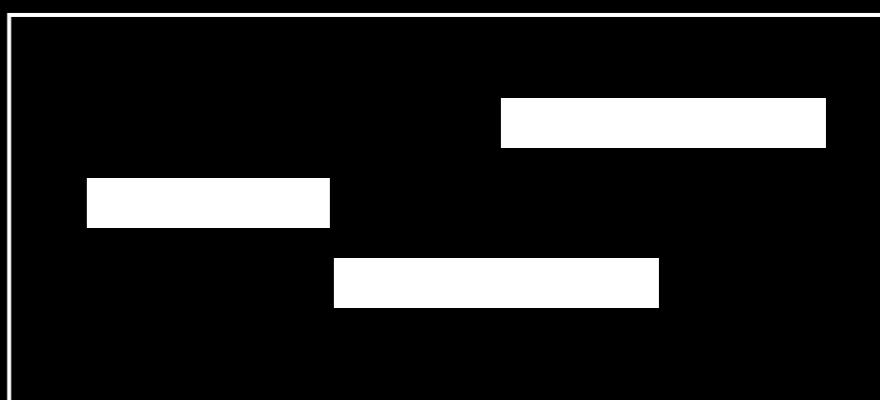
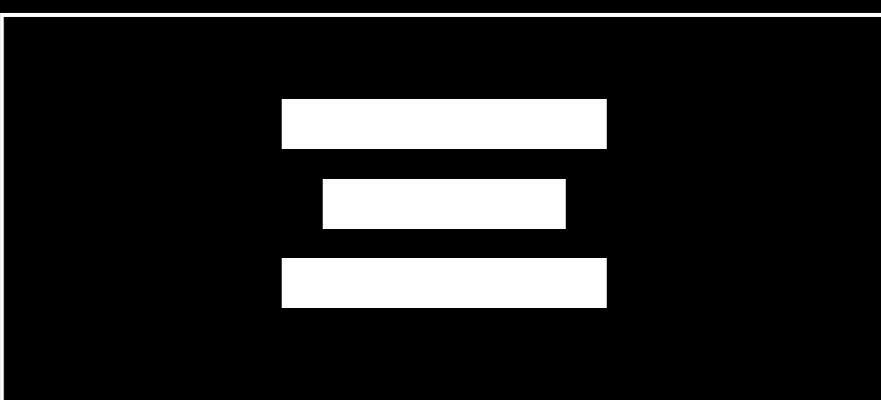
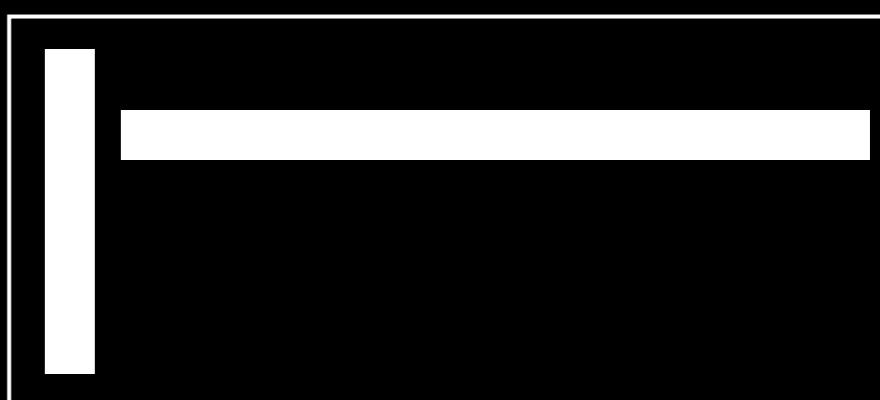
# Lessons learned about the What

Details



Harmony

Tension



»Can I improve  
my design through  
feedback?«

»Can I improve  
my design through  
feedback?« Yes!

»Can I improve  
my design through  
feedback?« Yes!

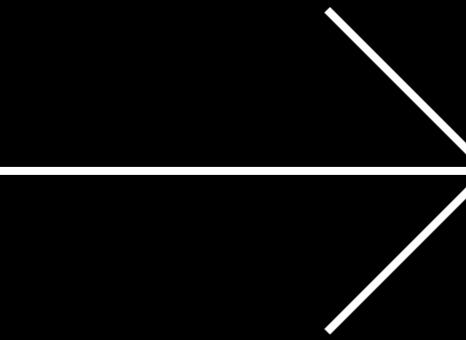
Details are objective.

»Can I improve  
my design through  
feedback?« Yes!

Details are objective.

→ Design  
Principles work.

# Summary



# 1. How

## Design Process

## Summary

→ 1. How

Design Process

→ 2. What

Design

»Can I improve  
my design through  
feedback?«

»Can I improve  
my design through  
feedback?«

→ Impression: No.

»Can I improve  
my design through  
feedback?«

- Impression: No.
- Details: Yes.