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Typography III

Magazine Proposal

For my project I want to design a travel magazine. The theme of my travel magazine is art within the country focused on in each issue. I will focus on Israel for my fully designed issue. My secondary cover design will be for the Netherlands. I visited Israel this summer and fell in love with the country. I found the art and graffiti to be exciting, different and intriguing. There is so much to talk about, especially combining art and politics.

I would like to do some research on Art and Design within the state of Israel before I choose definite articles to design but I have some basic ideas and images I would like to use. One of my featured article ideas will be on an Israeli designer or artist. Last semester MassArt had an Israeli Typographer come to visit the school for a lecture and he might be a good subject for my article. Another article idea is about political graffiti. I am thinking of titling my magazine Art Venture, Culture Creative or Art Culture.

A published magazine I found very similar to my idea is called Art Travel Magazine. It is published bi monthly and focuses on design, decoration and interior design found in unique places around the world. I found the majority of the articles to be about architecture and interior design and very few to be about fine arts or print design.

I want my magazine to target an audience of young working adults with an interest in travel and a love for all things art and design. This is not a magazine for

rich or wealthy people to browse for their next luxury hotel. I want my travel magazine to be informational. The reader should read the magazine and learn something new about a different culture and become excited about a country they might want to visit.