

Decide on a different target audience for the interview. What may be the needs and aesthetic considerations of your new target audience? Where is this new audience reading? On the go at work? Relaxed time at home?

Based on these goals, plan your new webpage that will contain the interview. Create a wireframe of your site as well as a preliminary sketch using your methods of choice: paper and pencil, illustrator, paper cutouts, etc. You must have a way to digitally document both items. The preferred method would be PDF.

For the design of your website, take on the dual role of online magazine editor + web typographer. Consider typographic voice, color, placement of images, and overall style of the webpage. When is an appropriate time to place a pull-quote or blockquote? How do images and pullquotes contribute to pacing for the reader?

I want to target audience who are not part of the fashion industry. This group of people might not know who are Marc Jacob and Diana Veerland. In order to approach to this group, I might need to introduce Marc Jacob and Diana Veerland, which mean add link to their webpage. I would guess the audience will read the interview at spare time.