LAYOUT
Magazine Cover
Overview

GOAL: Create a magazine cover with you as the central character for the issue.

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Set margins. B1	CA1, 2.1	Create an effective focal point for a magazine cover that is 8 x 10 with you as the central character for the issue. The issue is to have at least four article teasers about your life, a picture of you that is appropriate for the theme of the issue and at least two smaller pictures of other topics included in the magazine. Set margins for a balanced set up; use text boxes for layout and design; import graphics, scan files, and create files with a digital camera for pictures and images; manipulate graphics for best layout and size; determine and adjust type attributes and use text objects for font effects; and apply layering techniques to develop an attractive uncluttered design. Proofread and correct errors before printing a copy. Include barcode, price, issue information, and date on the cover.	Use the *Magazine Cover* assessment to evaluate the magazine cover with you as the central character of the issue. Evaluate the cover for balanced margins; usage of text boxes in layout and design; graphics that are scanned, created with a digital camera, or imported and the manipulation of such for layout and size. Evaluate the type attributes and text objects for effects the fonts can create and layering techniques used for eye appeal and professional appearance. Evaluate the cover for accuracy, following specific directions, and good file management.
Create an effective focal point. B6	CA1, 2.1		
Apply layering techniques in publications. B10	CA1, 2.1		
Create a text block. C1	CA1, 2.1		
Use text objects and associated features (e.g., word wrapping, drop caps, initial caps, sizing, color, linkage, frames). C3	CA1, 2.1		
Determine and adjust type attributes (e.g., italics, underline, reverse, strike through). D3	CA1, 1.5		
Import graphics from various sources (e.g., software-specific library, other applications, Internet). E1	CA3, 2.7		
Manipulate graphics (e.g., resizing, cropping, scaling, rotating). E2	CA3, 2.7		
Create scanned files. E4	CA3, 2.7		
Create files from a digital camera. E5	CA3, 2.7		
Manage electronic files. A9	CA3, 1.8		
Proofread and correct errors. C8	CA1, 2.1		

Activity originally developed by Jill Salmon; adapted and used with her permission.

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Teaching Points

Overview

Magazine covers are created for eye appeal. Interesting topics on the cover capture persons' attention so they will purchase the magazine. This assignment allows a student to create a magazine cover with the student as the central character.

Content Review

Review and/or demonstrate the following as needed:

1. Desktop publishing layout and design
2. Techniques in using text including reversals
3. Manipulation and sizing graphics
4. Text objects for effect and appeal
5. Techniques used in creating publications—layering and focal point

Activity Preparation

Brainstorm with students ideas for magazine covers with them as the central cover character.

View previous students' work and/or have students bring copies of magazines or covers for preview.

Demonstrate desktop publishing concepts of focal point, inserting and manipulating graphics, setting margins, textboxes, text wrapping, layering, balancing white space, and others as appropriate for the assignment and the DTP software.

Discuss and demonstrate use of the rulers and guides.

Discuss resolution, color modes, and width and height of a page.

Discuss and demonstrate font styles, font effects, and font measurements.

Allow students to use scanners and digital cameras and to import graphics from various sources.

Resources

<u>Supplies needed for the activities:</u>

Computer
Internet connection
Paper
Printer (preferably color)
DTP software
Scanner
Digital camera
Card stock paper
Laminator and lamination sheets

<u>Websites (and/or key words to be used for search)</u>:

http://desktoppub.about.com/library/weekly/bl11_publicationart.htm
Good site overall on DTP

http://www4.district125.k12.il.us/Faculty/mfinlay/DTP/Proj/magazinecover.html
Steps involved in making a magazine cover

http://www.desktoppublishing.com/open.html
A site with lots of informative links for desktop publishing

http://www.tiemdesign.com/HOWTO/2002/Feb/IllMCD/default.htm
Illustrator 10 magazine cover steps

<u>Books, articles, and other resources:</u>

Botello, C. (2003). *Adobe Illustrator 10 – Design professional.* Boston, MA: Thomson
    Course Technology.

Braveheart, R. (2003). *Adobe PageMaker 7.0 basics.* Boston, MA: Thomson Course
    Technology.

Lee, L. (2002). *Introducing Adobe Photoshop elements.* Upper Saddle River, NJ:
    Que/Sams (Prentice Hall).

Proot, K. (2003). *Adobe PageMaker 7.0 – Illustrated.* Boston, MA: Thomson Course
    Technology.

Reding, E. (2004). *QuarkXPress 5 – Design professional.* Boston, MA: Course
    Technology.

Solomon, A. W. (2004). *Introduction to multimedia.* Columbus, OH: Glencoe (McGraw-Hill).

Weinmann, E., & Lourekas, P. (2003). *Illustrator 10 for Windows and Macintosh: Visual quickstart guide, student edition.* Berkeley, CA: Peachpit Press (Pearson Education).

Obtain books, videos, and other materials from Resources@MCCE
http://www.resources.mcce.org.

Design Principles for Desktop Publishers
Lichty, Tom
Book –
[4675—BE 11.0101 P L618]
CA, WADSWORTH, 1994.

Desktop Publishing: Getting the Message Out
Video – This program introduces the key components of a basic DTP system including:
a fast microprocessor, large hard drive storage capacity, CD-ROM drive, large-screen
monitor, b/w-color printer and flatbed scanner and more. Learn about software, page
layout programs, drawing programs, editing, clip art and lots more!
[10547 – BE VIDEO 40]
MERIDIAN, 2000.

**How To Create High Impact Designs; Over 90 Examples Of What Works And
What Doesn't For Creating Brochures, Newsletters, Ads, Reports, etc.**
Cleland, Jane K.
Book – Examples of designs for printed materials
[4336—BE 50.0401 C589b]
CO, CAREER TRACK, 1995.

LAYOUT
Magazine Cover
Assignment

Activity Preparation and Assignment

As an advanced assignment in desktop publishing, you will create a magazine cover with you as the principal character. Create a magazine cover with the title of the publication containing words that are descriptive of you. Be creative and make the finished product look as professional as possible.

Use the following requirements to complete your magazine cover:

1. Sketch your magazine cover and get a peer evaluation with at least two positive comments and at least two suggestions for improvement.

2. Submit the sketch with the peer evaluation for the instructor to show approval by initialing and dating.

3. Create a project folder entitled [*insert your name*] *Magazine Cover* to hold all files.

4. Create an effective focal point for the magazine cover with a layout that is 8 x 10 (width x length), 200 ppi resolution, RGB color mode, and transparent background.

5. Show rules and drag guides to 1/8 inch inside all borders. Use these guides as the edge of your image area. Use appropriate margins and balance white space.

6. Place the title in an attractive location. The title should be readable, as well as display character and pizzazz.

7. Use a picture of yourself that is appropriate for the theme in an appropriate size, neatly cropped, scaled, and rotated for best effect.

8. Use at least two small pictures of other topics to be included in the magazine on the cover. Pictures can be scanned, taken with a digital camera, or captured from the Internet. All images are to be appropriately sized, neatly cropped, scaled, and rotated for best effect.

9. Use at least four article teasers about your life.

10. Use text boxes, text objects, and associated features to create an effective layout. Use appropriate font and font measurements.

11. Apply appropriate layering techniques.

12. Include barcode, price, issue information, and date on the cover.

13. Proofread and correct all errors. Review the cover and evaluate its professional look and appeal.

14. Have a peer evaluate the copy using the evaluation form. Edit as needed considering the peer's suggestions and comments.

15.   Print a color copy of your finished magazine cover on card stock. Laminate the printed copy and trim as needed.

16.   Submit the cover, sketch, peer evaluation with comments and suggestions, and instructor's approval (initials and date).

17.   Submit a print screen of folder in Details view with all files showing.

Resources

Web sites (and/or key words to use for search):

www.netmagazines.com

www.discount-magazine-subscriptions-online.com
Examples of magazine covers

Student _____   Due Date _____   Date Submitted _____

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Assessment

Criteria	Excellent	Good	Average	Poor
Layout (20) ☐ Margins ☐ Border ☐ Layering effect ☐ Article teasers (4 or more) ☐ Page size, resolution, color mode ☐ Transparent background ☐ Focal point	20-18	17-15	14-12	11-0
Text (30) ☐ Location ☐ Reversals ☐ Font usage and measurement ☐ Text attributes ☐ Text objects ☐ Text boxes	30-26	25-21	20-16	15-0
Copy Information (20) ☐ Date ☐ Price ☐ Issue information ☐ Barcode ☐ Locations	20-18	17-15	14-12	11-0
Graphics (30) ☐ Scanned, digital, and/or imported Internet graphic ☐ Manipulation and size ☐ Placement ☐ Appropriateness ☐ Required number (3 or more)	30-26	25-21	20-16	15-0

Student _____   Due Date _____   Date Submitted _____

Criteria	Excellent	Good	Average	Poor
Overall Appearance (20) ☐ Creative ☐ Attractive ☐ Well developed and easy to follow	**20-18**	**17-15**	**14-12**	**11-0**
File Management and Documentation (10) ☐ Print screen submitted ☐ All files showing in Details view ☐ Utilize class time appropriately	**10-9**	**8-6**	**5-3**	**2-0**
Subtotal				
	Deduct 2 points for each uncorrected error =			
	Total Points =			

Documentation Submitted	Yes = 2 points	No = 0 points
Sketch		
Peer comments		
Instructor's approval (initials and date)		
Subtotal		

Total Points =

Project Total =