



Junior Graphic Design **Bencsko**

10 November

Do Now: Take out your sketchbooks and define the term magazine?

Aim: How does a magazine differ from a zine?

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What is a magazine?

Magazine

Magazines are a print or digital periodical publication featuring a collection of content.

Typically, magazines tend to have one specific focus across all of their issues; fashion magazines focus centrally on fashion, food magazines on food, etc. Magazines have been around since the 1600s and have taken many forms: free or paid; weekly, monthly or quarterly; digital or print.

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What is a zine?

Zin e

A small-circulation self-published work of original or appropriated texts and images, usually reproduced via photocopier.

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What types of subjects are featured in *zines*?



<https://thecreativeindependent.com/guides/how-to-make-a-zine/#ideating>

Zin e

Zines are written in a variety of **formats**:

Desktop-published text

Comics

Collages

Stories and narratives

Zines cover broad **topics** including:

Fanfiction

Ephemera

Politics

Personal Journals

Poetry

Social theory

Art and Design

Feminism

?

What is meant by storytelling?

Storytelling

Storytelling is the interactive art of using words and actions to reveal the elements and images of a story while encouraging the listener's imagination.

Storytelling

The social and cultural activity of sharing stories, sometimes with improvisation, theatrics or embellishment.

Every culture has its own stories or narratives, which are shared as a means of entertainment, education, cultural preservation or instilling moral values.



DESIGN BRIEF

Looking and Seeing

Observations through life and art

Junior Designers will develop, compose and create a zine based on the concept of storytelling through observations in their personal life juxtaposed with their exploration of artwork from the Marian Goodman Gallery.

Phase 1: Discovering Stories

Designers will meet with representatives from the **Marian Goodman Gallery** and discuss the work of conceptual artist Sol LeWitt featured in the Multiples, Inc. exhibit.

Consider the following: How does LeWitt's use of the grid relate to our design process? How does Lewitt's photographs in *Windows* relate to your experience during the pandemic? What can you learn from LeWitt's narrative based on his book *Autobiography*?

Due Sunday November 29

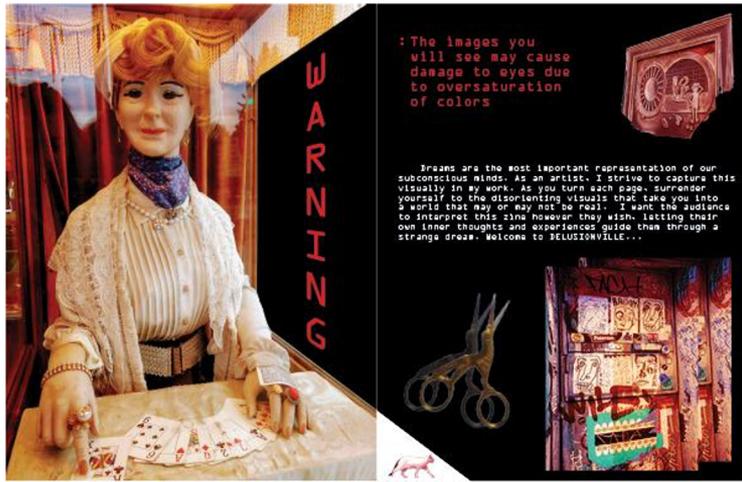
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How did the student tell a narrative based on their interpretation of David Bowie's song Rebel Rebel?

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How did the student use their observations of looking and seeing to tell a narrative?

How does the use of digital manipulation/colorization affect the story's narrative?



It's not what you **look at** that matters,
it's what you **see**.

Henry David Thoreau

Is there a difference between
looking and **seeing**?

Looking

Direct one's gaze toward something or someone.

Considered passive.

Seeing

Perceive with the eyes; discern visually.

Is an active action.

Observation Homework 1: *Wilderness*

Due Sunday November 15

Take yourself on a journey into the wild; your own home. Imagine you entered your home for the first time what new discoveries are uncovered? What would it be like to see your home through a close-up lens or if you were on 3 inches tall?

Take a series of photographs (minimum 25-30 images) based on your journey—explore unique vantage points.

Observation Homework 2: *Windows*

Due Sunday November 22

A window of opportunity... a window into your soul. After experiencing a lockdown for the past 10 months—the outside world seems rather foreign, almost far away. Using the concept window what story can be told peering out your window, looking out your front door? What does your sight reveal—a window into your soul?

Take a series of photographs (minimum 25-30 images) based on the concept of window—let your imagination open more windows of opportunity...

Observation Homework 3: *Who am I?*

Due Thursday December 3

Who am I? There are many ways of interpreting this question—the obvious is based on our physical features. However, it is also based on the objects we choose, the things in our lives that define who we are. Like the song *A Few of My Favorite Things*—I want you to choose 3 things that hold great significance.

Take a series of photographs based on the concept *Who am I?* by choosing 3 objects that identify you. Take photos of the individual objects, and photos where there are composed together.



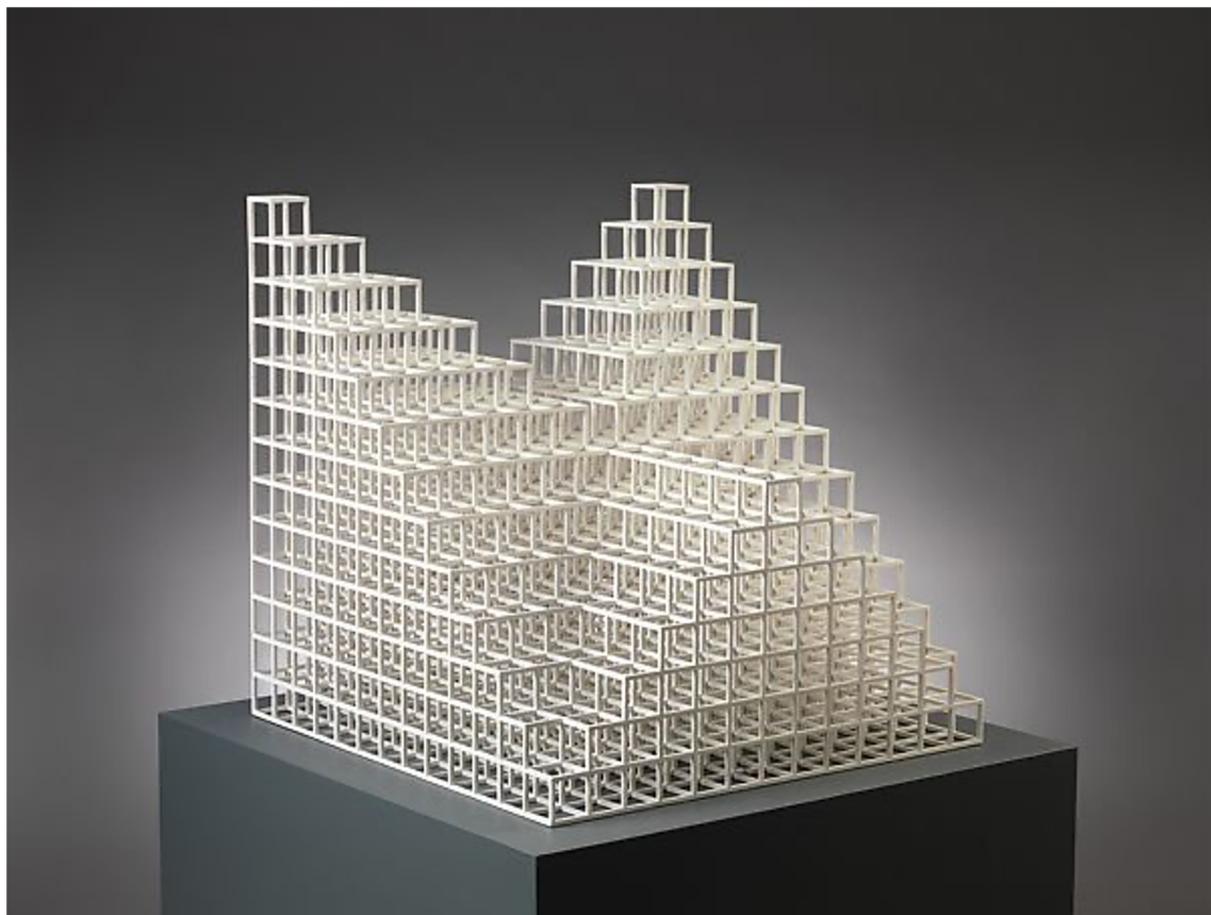
What is the intention of our zine?
What content should be included in our zine?



Windows – Sol LeWitt, 1980









How can Sol LeWitt's work help us with our visual narrative for our zine?

Grid

A network of uniformly spaced horizontal and perpendicular lines used for guidance.

Looking and Seeing Storytelling Zine

Design a 12 page zine based on *your perception of the world you live*. You will be responsible to create your own unique narrative.

Your objective: create a visual narrative by drawing a connection between the observation photo assignments and the work of Sol LeWitt introduced by the Marian Goodman Gallery. Your perceptions will include a combination of text and images that can be both appropriated and created. Designers may use poetry or lyrics from their favorite author, poet, or lyricist for the verbal content.

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Where do we find people creating narratives based on the observations of the world we live?



What would be a helpful way of organizing our images and thoughts prior to working digitally?

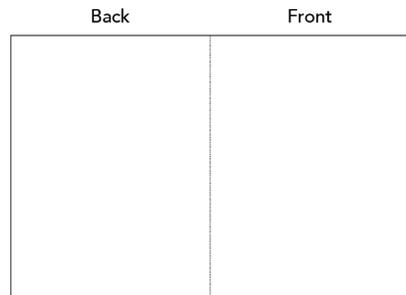
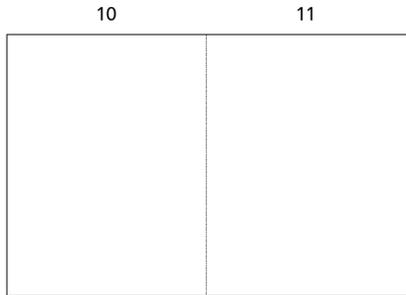
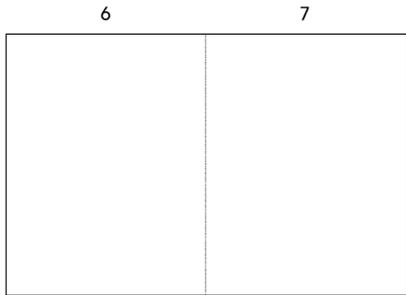
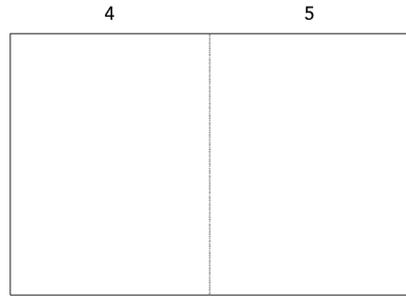
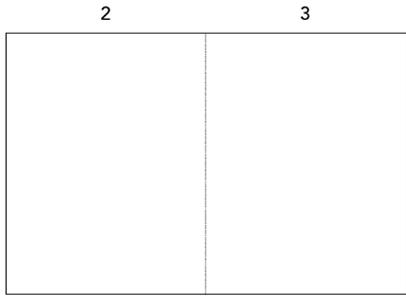


What is the job of an **art director**?

Art Director

Art Directors are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions.

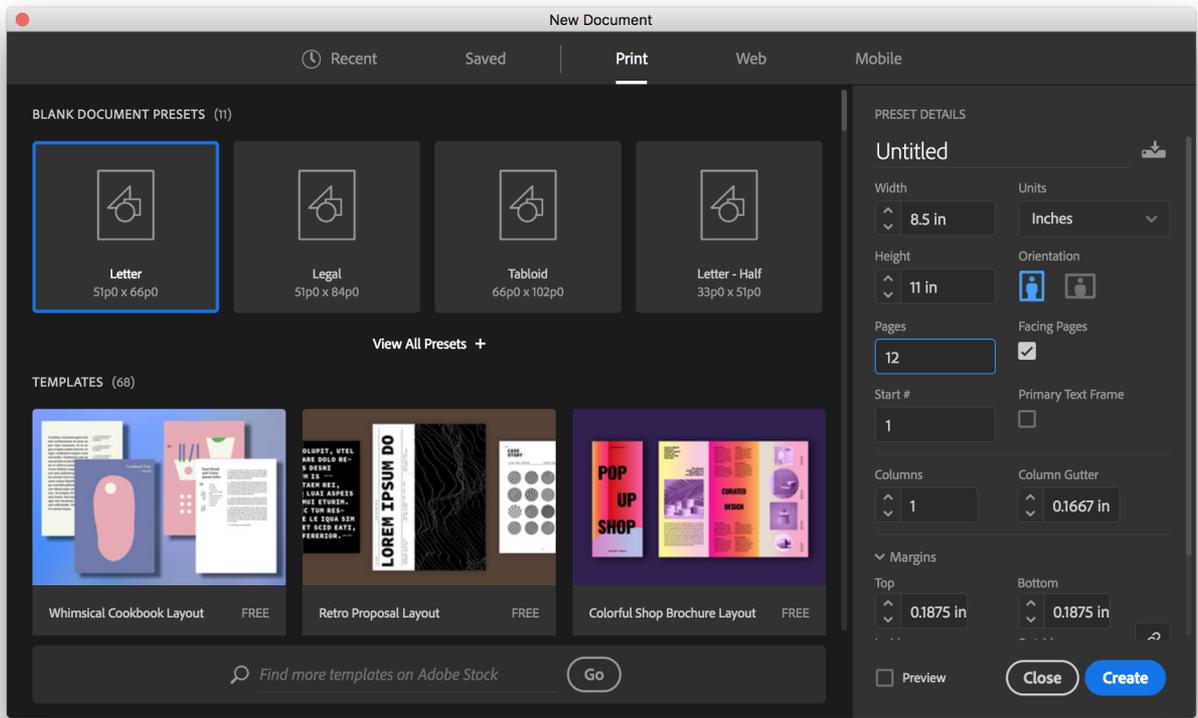
They create the overall design and direct others who develop artwork or layouts.



Each student will take on the role of *Art Director* and review their partner's zine first draft. Provide clear feedback on each spread. Offer both Glow and Grow commentary.



How do I prepare my **InDesign file**
for my Looking and Seeing Zine?



Size: Letter
Size

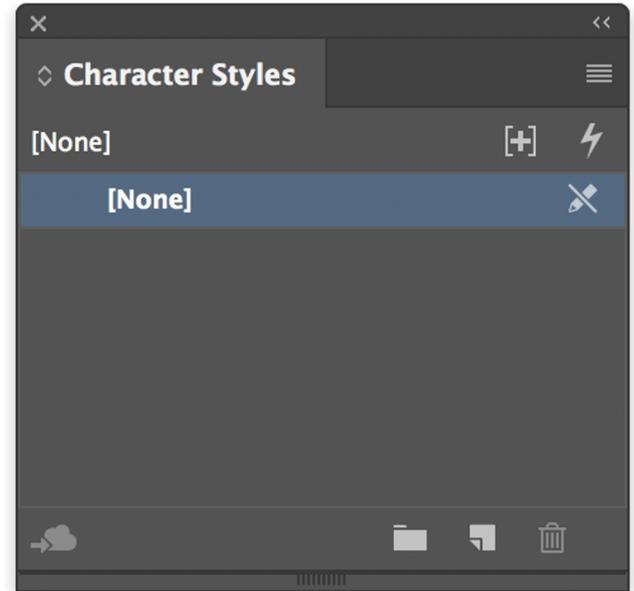
Units: Inches
Pages: 12

Facing Pages: Yes

Margins: .1875 in

Character Styles

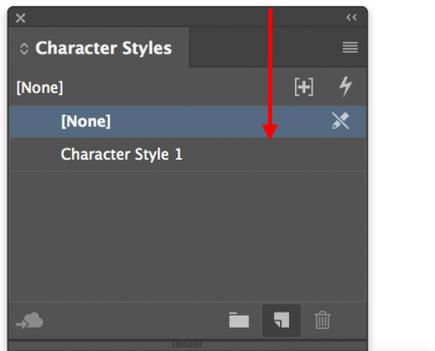
A collection of character formatting attributes that can be applied to text in a single step.



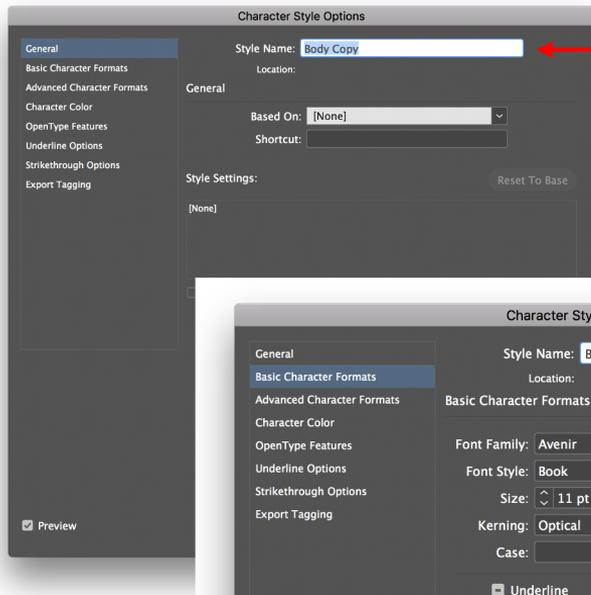


Why would Character Styles be beneficial in magazine layout?

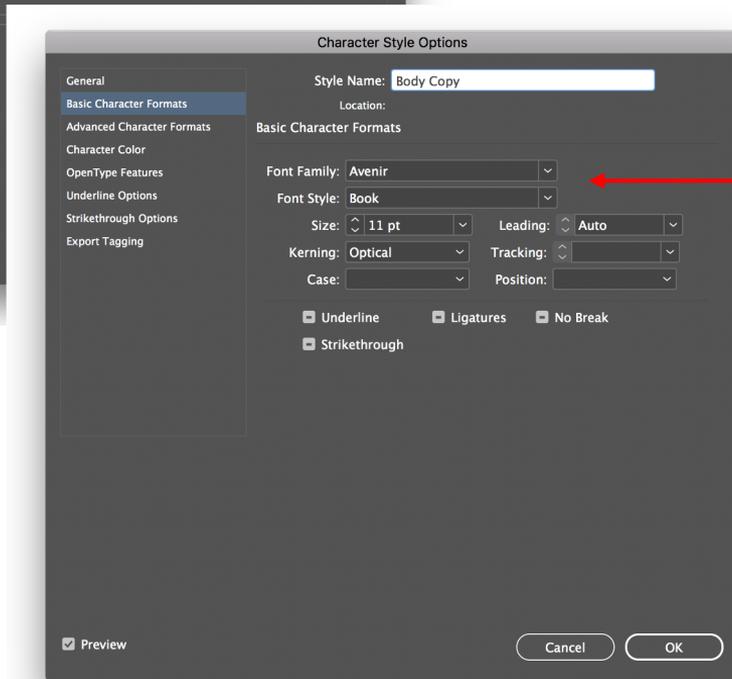
Double Click



New Style



Name your Style: Body, Headlines, Subheading etc.



Formats: Typeface, Font Style, Size, Leading, and Kerning*.



What else can I do to maintain *design consistency* within my magazine layout?

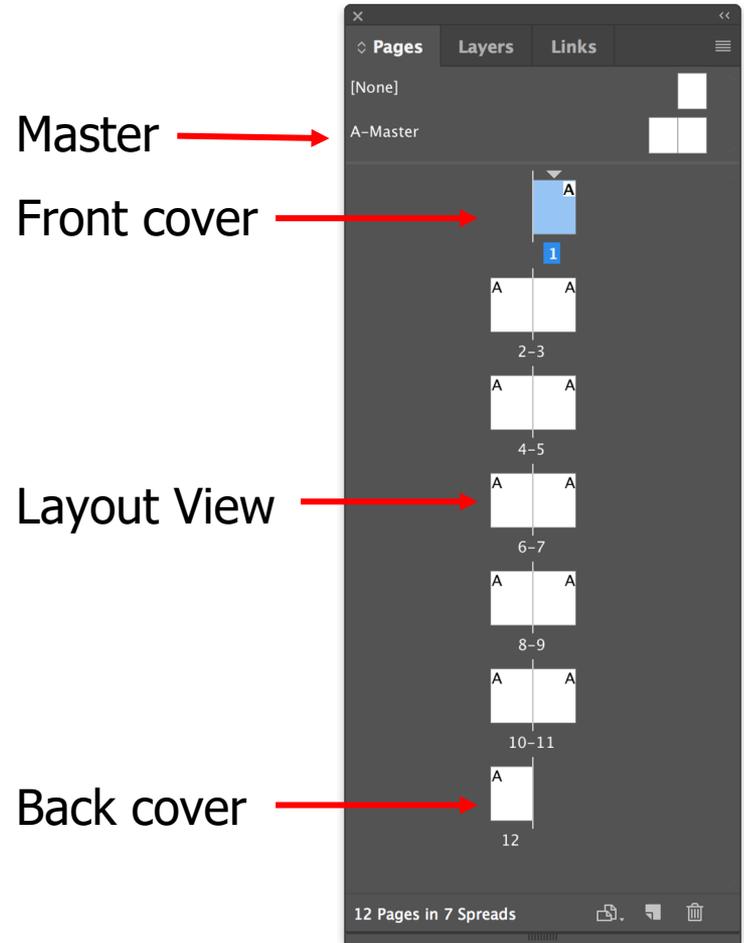
Master Pages

A *master* is like a background that you can quickly apply to many pages. Objects on a master appear on all pages with that master applied. Master items that appear on document pages are surrounded by a dotted border. Changes you make to a master are automatically applied to associated pages.

Masters commonly contain repeating logos, page numbers, headers, and footers. They can also contain empty text or graphic frames that serve as placeholders on document pages. A master item cannot be selected on a document page unless the master item is overridden.

Pages Panel

Provides information about and control over pages, spreads, and *masters* (pages or spreads that automatically format other pages or spreads). By default, the Pages panel displays thumbnail representations of each page's content.





What is the criteria that my zine will graded upon?

Zine Rubric

- 1. Technical**—All content safely within the margins and live area; all images are set to their proper resolution; all required content is present.
- 2. Design**—Employed the Principles of Design and Gestalt Principles; consistency of design with layout, color palette, design elements, and typography.
- 3. Creativity**—Experimented and took risks with project's design; experimented with mixed media and digital manipulation.
- 4. Work Ethic**—arrived to class on time; project and class preparation, completed required photography assignments; stayed on task.