

## The Fundamentals Of Design

2A The Fundamentals Of Design

2B The Creative Process

2.C.05 Demonstrate Page Layout Skills

2.C.06 Demonstrate Website Design Skills

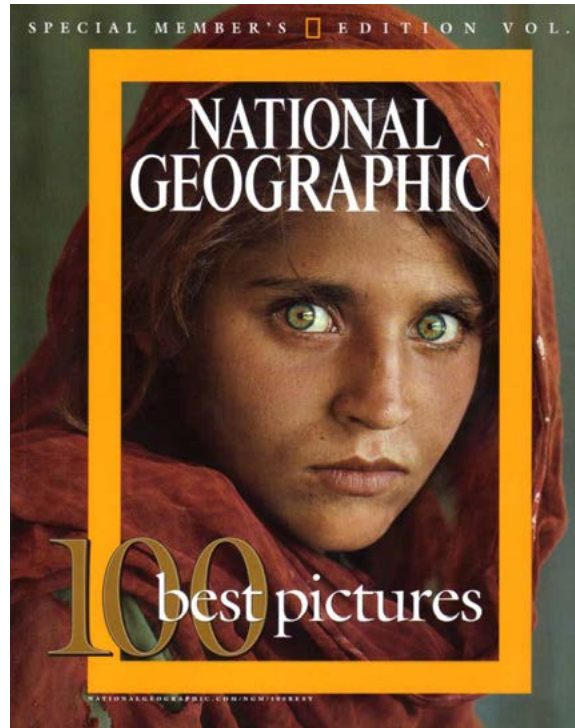
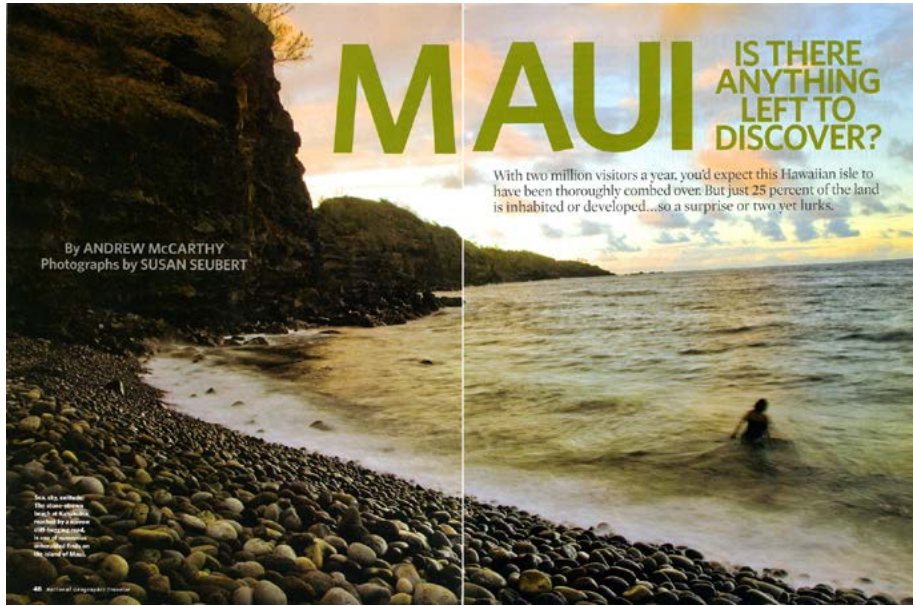


National Geographic headquarters in Washington, D.C.

**Your brief: Design a magazine cover, two spreads, iPad layout, and a web page using the grid system.**

**You are an editorial designer at the National Geographic headquarters in Washington, DC. You are about to take flight to an international destination, because the chief editor of National Geographic has requested that you create a multimedia campaign for one of their upcoming articles. You must choose a country and explore the region, its people, food, and culture. This will be your article. You must use photography and/or illustration to create this campaign. Look at famous National Geographic spreads. Choose a destination that is outside of The North American Continent. This campaign will be a final portfolio piece.**

*There will be a list going around for country approvals. Everyone must pick different countries. **Travel the road less traveled by.** Be prepared to present your campaign.*



[Check out the following link!](#)

**1. WHY:** To explore creative journalism, cultures abroad, and editorial design. Multimedia designers now design editorial content for print, web, and hand-held devices. Since the iPad's launch, Wired, Gourmet Live, Sports Illustrated, and Time have all made their magazines available as iPad applications. And for the most part, digital magazines have been met with a reasonable amount of praise.

## 2. Research:

1. Research your client, go to <http://www.nationalgeographic.com>
2. Collect National Geographic images, and travel photography that appeals to you.
3. **Explore similar high-end magazines, such as Smithsonian.** <http://www.si.edu/>
4. Choose a country from any continent outside of the North American continent. Explore its culture, it's people, it's landscape, etc.
5. **FIND AND SAVE PHOTOGRAPHS OF THIS COUNTRY.  
GOOGLE LARGE IMAGES FOR QUALITY PURPOSES.**



## 3. Instructions:

1. **Make a new folder for this project. Be organized!**
2. **Design the magazine cover first!**  
Your magazine size is 8.5 X 11 inches.
3. **Recreate The National Geographic Masthead.**
4. **Design two inside spreads for your article.**  
Each spread will be 17 X 11 inches.
5. **You may use placeholder text for the body copy only.**
6. **Write your own headlines elsewhere.**
7. **Take one of your spreads and show in an iPad format.**
8. **Design a webpage for your article. This will eventually be shown as a link in your final interactive portfolio.**
9. **Provide printed thumbnails of your project for grading.**

# National Geographic Timetable

Please show Instructor each step completed

## Step 1

**Pick a country. Research. Show concepts.**

## Step 2

**Find photography. Search for large images, and save in your project folder.**

## Step 3

**Design the magazine cover in Adobe InDesign. 8.5 X 11 inches. Create two interior spreads.**

## Step 4

**Show a spread in an iPad layout.**

## Step 5

**Show a spread in a Web Browser:**

**Design one of your spreads in Photoshop.**

**Dimensions are 1000 X 1000 Pixels.**

**Copy a main National Geographic navigation.**

**You may take a picture of the following navigation.**

<http://www.nationalgeographic.com/>

# National Geographic Checklist

Please deliver the following for grading:

Check Here



Magazine cover with masthead ▶

Two spreads that show the typography, and design principles (See editorial checklist below) ▶

iPad layout shown ▶

Web page shown ▶

**TEAR AND ATTACH THIS PORTION TO YOUR PROJECT!**

**Total: 100 Points**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Project Title: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

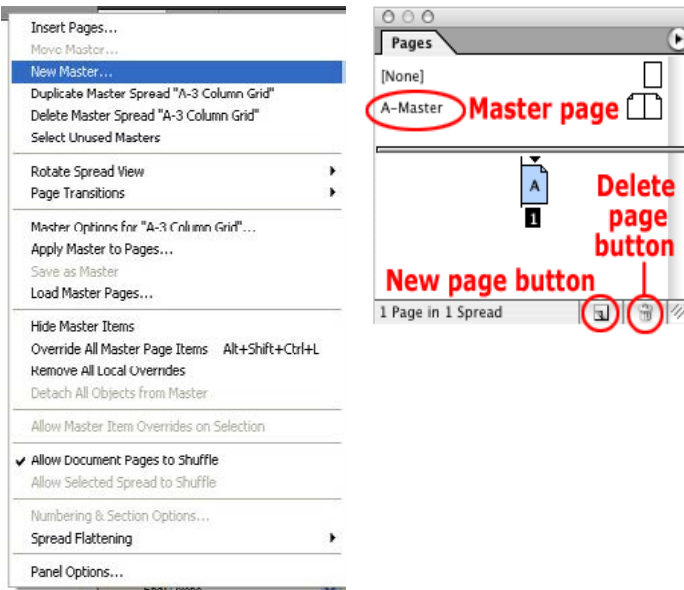
# Editorial Design Checklist

Please check off the following for this project

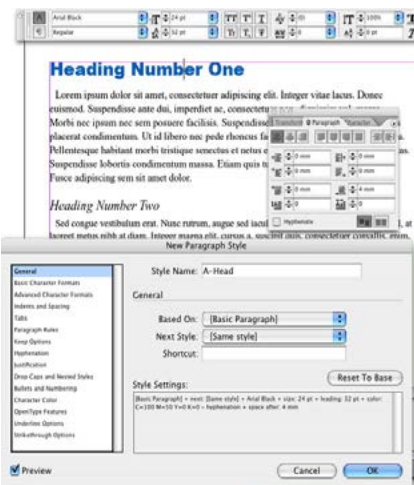
Check Here



Did you set up margins, columns, and grids on the master page? ►



Did you use style sheets for headings, sub-headings, body copy, and space-afters? ►



# Editorial Design Checklist

Description

Check Here



Did you set up paragraph spaces via the space-after control? ►



The image shows a text editor window with a sample text block on the left and a 'Paragraph' settings panel on the right. The text block contains several lines of placeholder text. A red arrow points from the text 'Soft Return (Shift Return)' to a line break in the text. A blue arrow points from the text 'Space After Control' to the 'Space After' field in the paragraph settings panel, which is set to '0p0'. A red arrow points from the text 'Hard Return' to the end of a paragraph in the text block.

Did you use explore a new font? Remeber to use a simple font for body copy, and no more than two fonts per layout. ►





# Editorial Design Checklist

Description

Check Here



**Did you use play with the font size, leading, and tracking?  
Remember to use 10 to 12 points for body copy. ►**

