

CONCEPT & BRAINSTORM SHEET FOR MAGAZINE COVER # _____

PRINT your group members first and last names:

period: _____

1. _____
2. _____

This side of the brainstorm sheet is for the **MAGAZINE COVER CONCEPT**

WHAT TO DO WITH THIS SHEET... IF YOU ARE IMITATING A PRE-EXISTING MAGAZINE, LOOK ON THE WEB FOR COVER EXAMPLES OF THAT PUBLICATION, THEN USE THAT AS A TEMPLATE TO RECREATE YOUR VERSION.

WHAT IS THE TITLE OF YOUR MAGAZINE? _____

STEP 1. In the space below, create a sketch of how your magazine cover will look.

STEP 2. Consider the overall "look" of the layout and design of the magazine & THE IMPORTANCE & PLACEMENT OF THE FOLLOWING MAGAZINE COVER ITEMS:

- The **PHOTOGRAPH** should be the focal point!
- What is the style of the banner (title) of the magazine, is it in front or behind the photo?
- Where is the issue number & date placed? How big is the font?
- Where is the scanner barcode placed –how big is it?
- Where are the story titles placed?
- Is there a cascading hierarchy of story titles size? (big on top then smaller as you go down the page).
- TEXT –ADDITIONAL THINGS TO THINK ABOUT
 - alignment –is the text aligned on the left, center, right?
 - is the text easy to read? (no light text on a light background...)
 - are sub headlines grouped around the photo in the way that mirrors the real magazine?

DRAW A SKETCH OF YOUR MAGAZINE COVER CONCEPT IN THE RECTANGLE BELOW...



**DESCRIBE YOUR COVER DESIGN IN THE SPACE BELOW...
INDICATE THE COLOR AND NAME OF FONT, COLOR OF
BACKGROUND... USE ARROWS AND WHATEVER WRITING YOU
NEED TO "PITCH" YOUR MAGAZINE CONCEPT.**

MAGAZINE COVER "BRAINSTORM" EXAMPLE

Concept & Brainstorm for Magazine Cover/Table of Contents

You & your partners names: Omar Cavaliero Period: 2
Joey Dao
James Egan
Matthew Wong

You will be creating a Magazine Cover / Table of Contents below are some things you need to consider when creating your cover and table of contents.

Create a sketch of your idea for your Magazine Cover. Consider how the overall layout and design of the Magazine Cover will look like. Remember to consider the placement for the following:

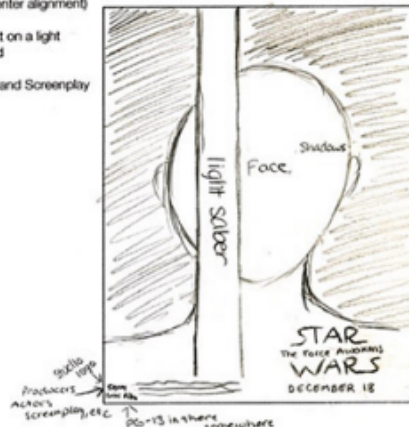
- Magazine Cover
 - o Photograph should be the focal point
 - o Title of Magazine in front or behind photo (biggest text on cover)
 - o Barcode (black skinny rectangles with numbers and white background)
 - o Title
 - o Several story line titles
 - o Will use a banner
 - o Issue date
 - o Issue price
 - o TEXT
 - Aligned
 - Alignment (Avoid center alignment)
 - Easy to read
 - No light colored text on a light colored background
 - Sub-titles should be placed around the photo (you can make them up or use some from an actual magazine)



MOVIE POSTER "BRAINSTORM" EXAMPLE

Create a sketch of your idea for your Movie Poster. Consider how the overall layout and design of the Movie Poster will look like. Remember to consider the placement for the following:

- Movie Posters
 - o Photograph should be the focal point
 - o Title of the Movie in front or behind photo (biggest text on cover)
 - o Rating(G, PG, PG13, or R)
 - o Studio Logo (Paramount, Disney, Pixar, etc.)
 - o TEXT (Studio Name, Producer, Script Writer, Actors, Editor, Designer, Cinematographer, Executive Producer, Story Writer, Screen Writer, Director Name)
 - Alignment (Avoid center alignment)
 - Easy to read
 - No light colored text on a light colored background
 - Release date
 - Producers, Actors, and Screenplay Writers



Unity can be achieved by carrying out a common theme in the type styles, photos, story titles and descriptions.
 How will you achieve this? Photoshop and Illustrator

Fonts: Arial, special font (decorative/ornamental)
 Titles: Easy A and Star Wars: The Force Awakens
 Colors: black, blue, green



CONCEPT & BRAINSTORM SHEET FOR MOVIE POSTER

PRINT your group members first and last names:

period: _____

1. _____
2. _____

Use this side of the brainstorm sheet for the **MOVIE POSTER CONCEPT**.

WHAT TO DO WITH THIS SHEET... IF YOU ARE IMITATING A PRE-EXISTING MOVIE POSTER, LOOK ON THE WEB FOR EXAMPLES, THEN USE THAT AS A TEMPLATE TO DESIGN YOUR VERSION OF THE POSTER.

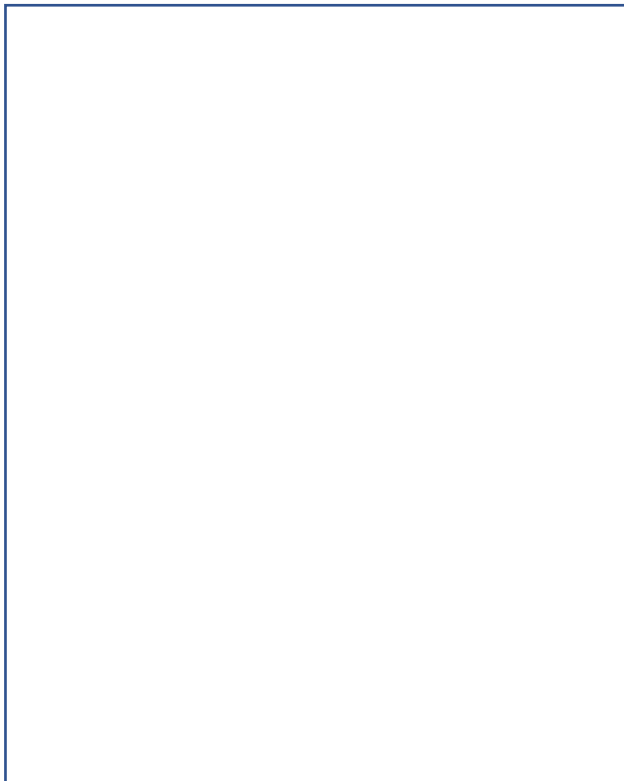
WHAT IS THE TITLE OF YOUR MOVIE? _____

STEP 1. In the space below, create a sketch of how your poster cover will look.

STEP 2. Consider the overall “look” of the layout and design of the poster & **THE IMPORTANCE AND PLACEMENT OF THE FOLLOWING MAGAZINE ITEMS:**

- The **PHOTOGRAPH** should be the focal point!
- What is the style of the movie’s title, is it in front or behind the photo?
- Movie rating (G, PG, PG13 or R)
- Studio logo
- TEXT (studio name, producer, director, actors, editor, designer, cinematographer, executive producer, story script writer..
 - ADDITIONAL THINGS TO THINK ABOUT
 - alignment –is the text aligned on the left, center, right?
 - is the text easy to read? (no light-colored text on a light background...)
 - release date

DRAW A SKETCH OF YOUR MOVIE POSTER CONCEPT IN THE RECTANGLE BELOW...



DESCRIBE YOUR POSTER DESIGN IN THE SPACE BELOW... INDICATE THE COLOR AND NAME OF FONT(S), COLOR OF BACKGROUND... USE ARROWS AND WHATEVER WRITING YOU NEED TO “PITCH” YOUR MAGAZINE CONCEPT.

DESIGN UNITY CAN BE ACHIEVED BY USING A COMMON THEME IN TYPE STYLES, COLORS & PHOTOS . HOW WILL YOU ACHIEVE THIS? _____

FONTS: _____

TITLES: _____

COLORS: _____