TOP TIPS FOR MAGAZINE WORK- Notes by Dave Harrison

Flickr is ace for annotating pictures - might be an idea.

Research in props, locations, lighting etc. for photoshoot

buy magaziness - good quality, odd, specialist magazines.

when we let students get hands on with Little White Lies, Pedal Pusher etc - they got excited. They've got to smell the print and the paper!

**Research into using Grids and Guide in Photoshop/Indesign - whatever you're working in.**

If you're using Indesign you have to know how to set up the page correctly before you start. I went for (I think) 7 columns with a decent gutter between them. Then you create guidelines (using 2 points above the font you're using) and **snap everything to the grids.** Once you've got this in place everything looks ordered and the page has a structure. Once that is in place anything that breaks the grids (straps, splashes etc) will have more impact.

Break up the page in to several different bits - header, strap, slug, boxout type, crosshead, pull quote - and research into them separately. So for captions there's a ton of different ways to do them:

*Funny caption*

*Descriptive - set the scene for the person*

*Perform a function - naming the products, naming the people within the picture*

Then how are they laid out?

First few words in bold: **Elvis Presley was a** huge fan of pizza, "it will be the death of me" he once quipped.

Or a mag I worked on always had to have a pun in front of every caption: MR BO DANGLES: Spiderman can swing through the city using his web.

Then will they have the same font as the main copy, or the box out copy? Will it have an arrow by it? Will it be underneath the image or on top. etc, etc, etc.

You can be extremely nerdy and exhaustive about every part of the page - if you want.

Get them to flatplan the whole issue - it will give some idea about the true identity of their magazine and who's it for.

It will give them everything they need in terms of contents for the contents page and make them think about where the DPS will fit. There's a theory magazines have to flow - but your big main features have to break that flow and stand out. So if you look at many magazines - the front end is similar in format, font, presentation - then when they get to the main feature, there's a sudden change in structure - the font/colour change - it might start on a right hand page etc.

Look at the Total Film flatplan and see how the big features break the flow.

Look at different magazines - not just at music magazines.

Official PlayStation Magazine nicked the contents format from Grazia magazine. Empire was basically Q mag with different pictures. Of course the content (music) should shape the magazine but they should really beg, borrow and steal from everywhere. They could discover the best way to do box outs from Wired magazine.

Target Audience Research

Buy NME, Source etc - and look at the adverts - that's should tell them loads about what publishers off these mags thinks is their audience.

Research in how different fonts work together

<http://www.will-harris.com/typepairs.htm>

<http://webdesign.tutsplus.com/articles/typography-articles/a-beginners-guide-to-pairing-fonts/>

Thinking about tracking, leading, kerning is incredible nerdy but if it was good enough for [Steve Jobs](http://www.planet-typography.com/news/typo/steve-jobs.html)...

<http://cramliveson.posterous.com/#!/rules-of-typography>

<http://cramliveson.posterous.com/#!/dos-and-donts-of-photography>

Also here's a website which is useful for font research

<http://www.myfonts.com/WhatTheFont/>

And here's one for learning Photography basics.

<http://camerasim.com/camera-simulator.html>