

EXPLORING

IPAD PUBLISHING

GET TO KNOW DESIGN PRINCIPLES IN THE DIGITAL MAGAZINE WORLD

Before you can plan your own magazine it is important to know the trending features that are already catching viewers attention. The best way to do this is to explore!

1. Explore

- Use the following pre-loaded applications on your iPad to explore the different magazine publishing options: Newsstand and Adobe Viewer. Also, use the Mag+ Website, <http://www.magplus.com/playlist/client-examples/>

2. Create (pre-assessment)

- As you explore and find design features which you would like to use as an influence for your publishing piece in the future take a screen shot (power button + home button.) You screen shot will be published into the Photos application.
- Take your photos from the Photos application and create a “Collage of Influence” in the Adobe Collage application. In addition to the snap shot you must provide notes on why you liked the design features in the photo of the layout.

3. Re-visit (post-assessment)

- Once we review as a class the Design Principles unit re-visit your collage and add more detailed descriptions (key words from the unit) on why you still like or do not like each layout your originally placed on your collage. Now that you know more about design principles it is ok if you decide you do not like a certain layout. (Add this text in another color)

4. Share

- Save your collage and submit your file by giving Mrs. Cullen your iPad when you are done!

5. Worksheet



- Complete the Google Doc worksheet on “Testing my Exploring Knowledge”

Start to Think

You are getting one step closer to starting to design



your very own Magazine which will be published on the iPad. As you check out the latest and greatest trends in Magazine publishing try to think about what your magazine will feature! Who will be your target audience? What message will your magazine communicate to its readers.

<https://docs.google.com/a/natickps.org/spreadsheet/viewform?fromEmail=true&formkey=dFQ4WUZPb0NXQVN4TllsZjVDTi1XMkE6>

EXPLORING

ELEMENTS	POSSIBLE POINTS	POINTS	COMMENTS
- Screen Shots Minimum of 6 (a different design focus for each screen shot)	30		
- Explanation Detailed and post-assessment piece uses keywords from the design principles unit.	30		
- Research Provide a variety of resources and resources are cited under each image.	20		
- Professional Appropriate Shots and no grammar mistakes	20		
Total	100		

Google Doc. Worksheet: 100 points

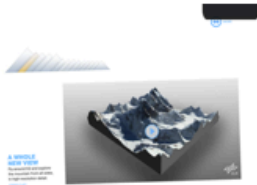
EXAMPLE WORK



Dynamic Content

This is an example of an interactive dynamic content. The words "Taylor Swift" swept into the cover when you clicked the screen which is not able to happen in printed magazines.

Style Magazine



Video

This is an example of dynamic content. This is a video of a mountain and a gif of the mountain's elevation. It gives the reader a very interactive experience.

National Geographic



Maps

This page is using a map. The map adds to the page and let's the reader get a better view of the topic.

National Geographic



Numbers

This is an example of numbers being used. The numbers add a pop and visual flair to the page.

Style Magazine



Alignment

Alignment is being properly used in this article. It appears as a cohesive unit. It is easy to read due to the fact that all the content sticks together.

Style Magazine



Contrast

This is an example of contrast. The white large letters stand out from the dark blue sea below. This makes the writing pop.

National Geographic Traveler

Linear Pullouts

This is an example of linear pullouts. Linear pullouts add to the picture and tell the reader what is being shown.

National Geographic



1 THIS COVER SHOWS CONTRAST WITH THE TEXT AND THE IMAGE BEHIND IT. THE WHITE TEXT ON THE BLACK IMAGE DRAWS THE READER IN. (MARTHA STEWART)

2 THIS LINEAR PULLOUT BREAKS UP THE PASTA DISH INTO DIFFERENT SAUCES. IT SHOWS YOU THE DIFFERENT SAUCES THAT YOU CAN HAVE ON THE SAME DISH. (MARTHA STEWART)

3 THIS IS AN EXAMPLE OF A CALENDAR. IT SHOWS YOU WHAT TO DO AND AT WHAT TIME TO BAKE. IT IS BROKEN DOWN INTO THE TIMES THAT YOU CHANGE WHAT YOU ARE DOING. (MARTHA STEWART)

4 THIS PAGE IS AN EXAMPLE OF SCAN READS. IT ADDS HEADLINES TO THE ARTICLE SO IT IS EASY TO UNDERSTAND WHAT THE SECTION IS ABOUT WITHOUT READING THE ENTIRE ARTICLE. (PEOPLE)

5 THIS AN AN EXAMPLE OF DYNAMIC CONTENT. THIS LETS YOU SCROLL FOR MORE INFORMATION ON THE SAME PAGE. (PEOPLE)

6 THIS IS ANOTHER EXAMPLE OF DYNAMIC CONTENT. THE POPSICLE ON THE FRONT COVER FLIES IN WHEN YOU OPEN THE MAGAZINE. (MARTHA STEWART)