



# Graphic Design<sup>2</sup>

## PROJECT 1

### **Pegasus Literary Magazine 2013**

Design the front and back covers,  
inside cover page,  
table of contents spread  
and 2 interior spreads for the publication.

Regardless of the publication's name and the strong visual implications, the client does not want to see any reference to a flying horse on the cover, unless you do it in a very unique way. The average age for your audience is 28 years old but the graphics should have strong visual appeal for an 18 + age group.

#### **Objectives**

- ⇒ Develop concepts appropriate to the project and execute a rough layout.
- ⇒ Explore creative layout options looking for unique solutions.
- ⇒ Use imaging and illustration software to create cover artwork.
- ⇒ Design and coordinate interior pages for a consistent, integrated design.

#### **SIZE:**

Single page: 8.5" x 10" – Spread size: 17" x 10"

#### **PUBLICATION COMPONENTS:**

- COVERS: (Front and back) Full color.  
2 different concepts. Only one can be a photographic solution.
- INSIDE FRONT COVER
- TABLE OF CONTENTS SPREAD: One color (black), showing 20+ entries
- 2 INTERIOR SPREADS: One color – black. Think Whitespace!

- ▶ The solution to this problem does not have to be computer based!

#### **THUMBNAIL SKETCHES:**

Due: 1/20/12 – 7+ thumbnail concepts – Cover only

#### **COMPUTER ROUGHS:**

Due: 1/27/12 – 2 different cover designs

#### **PRELIMINARY CRITIQUE:**

#### **REFINED COMPUTER or ROUGH SKETCHES:**

Due: 2/3/12

- Full size color roughs of 2 different cover designs.
- Table of Contents
- Interior spreads

#### **FINISH:**

Due: 2/10/12

Traditional or Computer generated artwork as specified above.

#### **PRESENTATION:**

TBA