

PEGASUS – Design Brief

<https://www.dccc.edu/student-success-and-life/campus-life/student-clubs-and-organizations/pegasus-lit-magazine>

Delaware County Community College's Literary Publication, Pegasus, is published each spring semester to highlight student's written and artistic work. The publication must be eye-catching to a diverse group of student's whose median age is 28 years old.

Problem: Few students in the college population are aware of the publication, that they can submit their writings, artwork or photography and even fewer are interested in picking up a copy to read! How can you make it more attractive to the student population?

Problem: Inherent in the title is the image of a flying horse from Greek mythology. Your client, Campus Life, has no interest in continuing to show any reference to the mythological subject matter including any images of a winged horse.

Problem: Printing limitations allow us to create a full-color cover but anything printed on the inside of the magazine must be in black and white.

Size: 8.5 x 10 (10 x 17 spread)

Timeframe: We have four weeks to complete this project and select a winner.

Selection process: The graphic design faculty and lab assistant will select the top 5 pieces they feel best represent what the program has been teaching you. Those pieces will be delivered to Campus Life where a group of students and faculty advisor will prioritize and rank their choices from one to five. Should the student selected as number one be unable to complete the project for publication, then the second place winner will be chosen.

Outcome: The success of your cover design should be measure by the attention the publication gets on the news rack. If interested students remove most of the magazines, then you did your job.