Introduction to Editorial Design

Magazine Cover Design and Layout

TGJ4M-Communications Technology

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Editorial Design

- Editorial design is a branch of graphic design which is specialized in the layout and composition of the different applications such as books, magazines or newspapers. It is also concerned with the internal and external graphics. These graphics must follow an esthetic set of rules which is directly related to each publication concept and must be created taking into consideration the printing and the readers. The aim of professionals specialized in editorial design is to accomplish unity among the text, graphics and the layout so as to convey the content message more efficiently, give the design an esthetic value, and improve the publication commercial possibilities.
Masthead

- Masthead - a publishing term also called a nameplate. It is a line of type on the front page of a magazine or newspaper bearing the name of the publication. Example: Vogue, Vanity Fair, Rolling Stone. It is the title of a magazine or newspaper as it appears across the front cover, of each issue.
Cover Lines

• Cover Lines are featured on the cover of magazines. Catch phrases are used to highlight articles discussed in that particular issue. Cover Lines are used to capture the consumer’s attention they tend to be short phrases that discuss what topics can be found in that issue of the magazine.
UPC (Universal Product Code)

• A UPC is a barcode used to assign item numbers to products, making sure the same code is not used on more than one product. Example a 12-ounce can of Coke needs a different item number than a 16-ounce bottle of Coke, Corporations pays an annual fee for the privilege.
Elements of Editorial Design

- Masthead
- Cover Lines
- UPC (Universal Price Code)
CAN BONO SAVE THE WORLD?

Don't laugh—the globe's biggest rock star is on a mission to make a difference.
A **caption** to an image is a short description that appears below the image. Most captions are a few words, mentioning something important about the image that is not obvious simply by looking at it, such as its relevance to the text or article in the magazine.
Pull Quotes / Call Outs

• Text in the article that has been pulled out and emphasized. It is often used as a device to draw in the reader to the article.
Department Head

• Within a magazine there are several departments such as Fashion, Beauty, Arts, Features. Departmental heads are usually clearly visible at the top or at the start of an article. It helps organize a magazine into sections making it easy for readers to understand. It also breaks down information into sections.
Article Title

Is an appropriate heading given to an article. It always relates to the subject matter and is short, clear and concise.
By-Line

• A By-line is the name of the author who has written the article. It usually is the person who writes for that particular section in every issue of the magazine. Freelance writers can be hired to write specifically for that topic in that issue of the magazine.
Drop Cap/Initial Cap

• It is a Visual Device, found at the beginning of the article. It usually is the first letter of the first word in an article that signals the reader where the text begins. It can also be found in books as well.
Lead In

• It is the beginning of a story. It is text formatted for emphasis. It is used to create visual hierarchy to draw the reader’s attention.
Deck

• Sits between the headline and text (at times it may be above the headline). It is additional copy to position the article; it is written to summarize or position the article within a magazine.
Why Green Is the New Red, White And Blue

So far, the U.S. has sat out the fight against climate change—but that can't continue. Here's how America can lead the way to a greener world

BY BRYAN WALSH
• It is the article itself usually written in a serif font to allow the eye to read lengthy articles with ease. Serifs allow the eye to move comfortably and swiftly. They help guide the eye along the lines in large blocks of text. That is why books and articles in Magazines and newspapers are usually written using a serif font.
Serif and San Serif Typefaces

AaBbCc
AaBbCc
AaBbCc
Folio

• This is a book design term transferred to Magazines. A folio refers to the page number within a magazine or a book.
Running Foote

• It is featured at the bottom usually. It is often beside the folio outlining the name of the magazine and the issue. Example: April or April 28, 2008. If this information is at the top of the magazine it is referred to as a running head.
Artist’s Name/Illustration Credit or reference

• The artist or photographer’s name must be cited when other photos and art such as illustration is used in a magazine, book or newspaper. This is for legal purposes.
FASHION

The King of Sole. Meet Parisian designer Christian Louboutin, the man behind the world's sexiest shoe

BY KATE BETTS

Most designers learn their craft in the studios of more seasoned masters, but shoe designer Christian Louboutin found his calling as a 17-year-old apprentice in the dressing room of Paris' famous cabaret the Folies Bergère. "I would watch the girls going up and down the stairs with those very heavy, brocaded shoes, and they never looked at their shoes," he says. "That's where I learned that shoes are all about posture and proportion."

Showgirls of all kinds—from Tina Turner to Nicole Kidman—are still an inspiration for Louboutin, 44, whose instantly recognizable red-soled stilettos have become de rigueur on the red carpet and among Hollywood's A-list crowd. "He is the foremost shoe designer in the world," says Valerie Steele, director of the museum at the Fashion Institute of Technology, where his designs were the subject of a recent retrospective, "Sole Desire."

Louboutin spent the early years of his career designing shoes for some of fashion's biggest names, including Chanel, Yves Saint Laurent and Maud Frizon. In 1992 he opened up his own shop at the end of a picturesque 19th century Parisian arcade. He still runs his business from that Rue Jean Jacques Rousseau address, but now his shoes are sold in 46 countries around the world. He has 14 boutiques in cities such as New York, Los Angeles, Las Vegas and London, and he plans to open six more next year in places like Singapore, Jakarta and Beijing. He counts Oprah, Sarah Jessica Parker, Cameron Diaz, Katie Holmes and hundreds of other Hollywood stars among his loyal clientele.

Louboutin is just as solicitous of his less famous customers. At a recent personal appearance at Saks Fifth Avenue in New York City, he canceled his flight back to Paris in order to spend another two hours signing shoes for a woman who confessed that she was "just a housewife." Louboutin signed the sole, "To my favorite housewife. A blushing bride asked him to sign her wedding shoes, and he grabbed a blue pen and wrote: Here is something blue.

According to Saks' fashion director, Michael Fink, Louboutin's shoes—which average on average $1,500—are one of the store's top-selling brands. "It's the mystique of the extremely sexy pump," says Fink. "And, of course, the red brand of the red sole really helps."

More than a cunning marketing concept, the red sole was a happy accident. While working on a prototype in his studio in his early designing days, Louboutin searched for a way to match the shoe to a colorful sketch. "Something was missing, and I couldn't figure it out," he remembers. "Then I realized that the black sole of the shoe was too dark." He grabbed a bottle of red nail polish from an assistant who was doing her nails nearby and painted the soles. "It didn't take me long to learn from my customers that the red soles were very popular with men," Louboutin says, laughing. "This red sole was a bit of a green light."

'It didn't take me long to learn that the red soles were very popular with men. They were a bit of a green light.'

—CHRISTIAN LOUBOUTIN

While women have always been his predominant inspiration, Louboutin, a landscape and garden fanatic, often looks to nature for ideas. Starting out, he tried covering his shoes in fish scales. Another, more successful idea was embedding hydrangea petals in a clear silicone heel. He even tapped into the recycling trend with his "trash" shoes, which incorporated old metro tickets and cafe receipts in the heels. "He looks at everything," says his close friend Diane Von Furstenberg. "His shoes are like sculptures, objects, jewels." But Louboutin knows that women's most desired treasures are the ones they can wear.

Pull Quote

Caption

Getting his kicks

Louboutin poses with a pair of stilettos called "Summer" that he produced in collaboration with David Lynch.

Running Foot

Cameron Diaz is Louboutin at the Kids' Choice Awards

Folio

At the Kids Choice Awards

April 28, 2006

Kate Bosworth gives the paparazzi a pair of her red soles.