

TYPOGRAPHY

PROJECT 4

Project Title	T Magazine
Schedule	<p>11/16 Review T Magazine Project</p> <p>11/18 T Magazine Cover Article Research & Sketches Due</p> <ul style="list-style-type: none"> • <i>Thinking With Type</i> (p.102-119) <p>11/23 T Magazine Cover Progress Review</p> <ul style="list-style-type: none"> • <i>Thinking With Type</i> (p.120-155) <p>11/25 NO CLASS (THANKSGIVING BREAK)</p> <p>11/30 T Magazine Cover Due, Spreads Sketches Due (Develop Grid)</p> <p>12/2 T Magazine Spreads Progress Review</p> <ul style="list-style-type: none"> • <i>Thinking With Type</i> (p.156-173) <p>12/7 T Magazine Spreads Progress Review</p> <p>12/9 T Magazine Spreads Progress Review</p> <p>12/14 T Magazine Complete Project Due</p>

PROJECT DESCRIPTION *The New York Times Magazine* is a supplement to the Sunday *The New York Times* newspaper. It is host to feature articles longer than those typically included in the newspaper, and attracts many notable contributors. The magazine is also noted for its photography, especially relating to fashion and style.

The first issue was published on September 6, 1896, and contained the first photographs ever printed in the newspaper. The creation of a “serious” Sunday magazine was part of a massive overhaul to the newspaper instigated that year by its new owner, Adolph Ochs, who also banned fiction, comic strips, and gossip columns from the paper, and is generally credited with saving *The New York Times* from financial ruin.

In 2004, *The New York Times Magazine* began publishing an entire supplement devoted to style. Titled *T*, the supplement is edited by Stefano Tonchi and appears 14 times a year.

PROJECT GOALS Editorial design, be it newspapers, magazines, online or offline rely heavily on the integration of text and image in ways that are not only communicative but interesting and dynamic. *T* magazine has won numerous awards for their cover designs. Many of the covers use the element of the blackletter T from the magazines title and design/illustrate/style it to fit the cover story.

In this two-part project you will need to research articles on the magazine’s website (<http://www.nytimes.com/pages/t-magazine/index.html>). Choose any article you wish to make a cover story of and design a cover for that issue, fitting to the concept behind the story. In the second part you will be designing a 4 page spread for the story using the actual text from the website. You can find or create new imagery (photos or illustrations) for the article in order to not use the lo-res images from the site (so that you can have a cleaner portfolio piece). Your imagery for your spreads are limited to **NO MORE** than four photographs or illustrations. This is a typography class after all and you’ll have to show how you think with type.

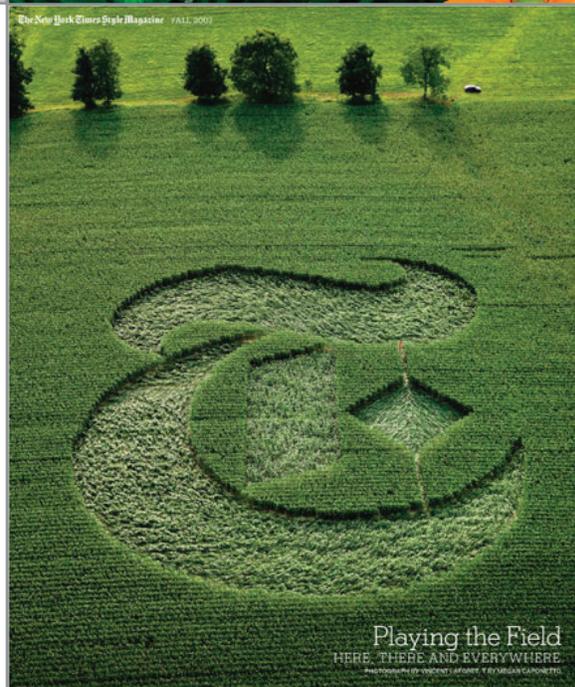
The magazine cover and spreads must be made to actual size **NO SMALLER AND NO BIGGER**. The size of the cover is 9.5" x 11.5" and spreads should be 19" x 11.5". Don’t print the spread that size, mount the two 9.5" x 11.5" pages side-by-side to show the spread.

FINAL OUTPUT YOU WILL NEED TO DO YOUR RESEARCH BEFORE YOU BEGIN ANY **SKETCHING**. Initial sketches for the cover must be done by hand either pen or pencil on paper. They do not need to be fully rendered but must depict a basic idea for each arrangement. Final output will be printed in color at full-size, and will be mounted to black letramax boards with a 2" boarder on all sides. The finals need also be saved in PDF format and emailed to my gmail account on the date the project is due. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - Fall2010 - ProjectNumber > *FLastname-Fall2010-Project1.pdf*

EXAMPLES



EXAMPLES



EXAMPLES

