Magazine Cover + AR Assignment

Creating content with purpose is the larger focus when it comes to design work. Magazines have, and will continue to be a large part of our society. Despite their decline in popularity, Magazine covers haven't largely been changed (either digitally, or in print). Students are asked to create a magazine cover taking inspiration from existing magazines as if they were to present and attempt to market this magazine. In addition, they will also add an Augmented Reality (AR) aspect to their magazine as a marketing tool.

Part 1:

Consider the type of Magazine Cover you want to make.
Is it fashion? Architecture? Technology? Fitness? Sports? There are many options to consider and choose from. However, whatever the concept is, ensure you're focusing on a key theme BEFORE beginning.

Once you've chosen your theme, take a moment to look at existing magazine covers in that theme you've chosen. As an example, if you've chosen Fashion, you may want to consider how these magazines are laid out and designed. Take inspiration from some of the existing magazine design choices and determine a plan to implement some elements into your own magazine.

Use Behance.net as a source of inspiration. Use the search bar at the top of the page to help gather some ideas! Don't be afraid to research or look at other magazines outside of behance, including sources such as Google.

Part 2:

Create a magazine name, topic (including subtopics) that you will use to drag people into wanting to buy this magazine.
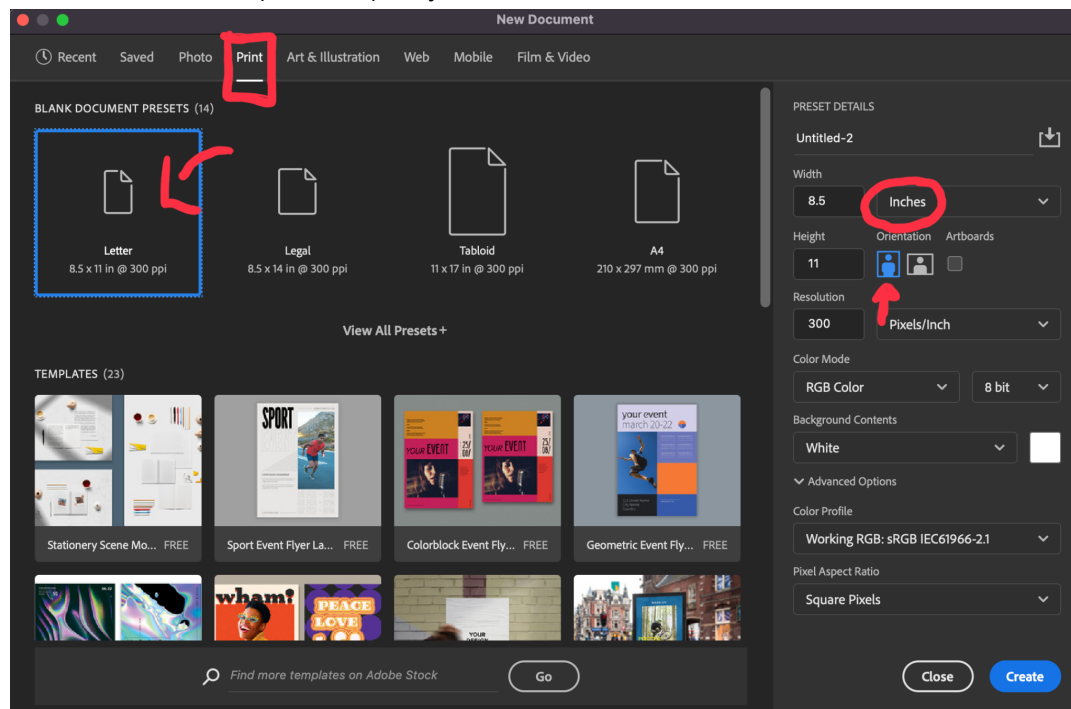If you need to 'borrow' some ideas from existing magazines, then please do. Ideally, be creative with your concept and subtopics, but ensure they're on topic. (Example: A gaming magazine would have gaming related topics). It's recommended that you create a list of topics to help you in your magazine development.

Part 3:

Create a new Photoshop Project.
Press 'Create New', and then at the top of the new page, press 'Print'.

Please use 'Letter' (8.5"x11") as your canvas.

Your Magazine should include the following:
- A center subject/individual/product (An image to draw in the attention of the audience)
- An original Title of the magazine including the issue number / date
- Must have a barcode / cost of magazine
- Must have at least 4 headings to make viewers want to read the magazine
    - Must be easy to read
    - Use initial caps, NO all caps (Exception of main title)
    - Consider having different sizes, fonts, colours (but not always!)

Part 4:

Once you're completed your Magazine Cover, import it into Adobe Aero and share it via QR code.
Be sure to ensure that your QR code functions and that it can be easily viewable and accessible to all who would try and use it. If you wish to add 'Behaviour' functionality then go ahead! Just make sure that it's still professional, and usable.

Assessment Rubric

	Emerging (0-1)	Developing (2)	Proficient (3)	Extending (4)
Product	Incomplete / Missing	Simple Magazine Cover submitted. Some headings exist and a title, however appears 'unfinished' or 'unpolished'	All information added, however, is subdued in design concepts. Colour choices or design may not be functional.	Professionally designed with variations of text, colour and great use of images and text.
Detail	Little to no attention to detail	Images incorporated with some attention to detail. Rough edges or previous image backgrounds are easily found.	Good level and attention to detail. Some aspects of the images / design choices could be touched up. Font / Colour decisions may hinder readability	Great attention to detail and design. All images used are well-considered and appropriate. Font choices and design ideas are well integrated.
Marketing	No AR QR code submitted.	Augmented Reality QR Code submitted. However, it is difficult to read due to scaling issues, or other AR related problems.	Augmented Reality QR Code submitted. Displays functional and easy to read magazine cover.	Augmented Reality QR Code displays functional and easy to read magazine cover. Additional 'behaviours' were added to create a more unique viewing experience.