

# print

DESIGN CULTUE YOUTH  
FEBRUARY 12, 2009

## Introduction- 001

### A quote from *Print* Magazine's website, about us section:

"*Print* is a bimonthly magazine about visual culture and design. Founded in 1940 by William Edwin Rudge, Print is dedicated to showcasing the **extraordinary in design on and off the page**. Covering a field as broad as communication itself".

Because of *Print* Magazine's reputation and history for bring extraordinary design to the public it has no problem competing with other design specific magazines. But in this modern age, companies that provide every serves imaginable have to have strong web presents. Even for a company that is entirely based off a printed product. Unfortunately compared to its competitors *Print* Magazine's web site leaves much to be desired.

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Milton Glaser on Shepard Fairey and Plagiarism




Shepard Fairey's been arrested in Boston for graffiti; but Milton Glaser thinks his real crime may be misusing other people's art.

Also: Steven Heller on 3D movies.

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Meet the cast of our whimsical February cover by Andrew Rae, including Jacob Ghoul and Mac the Beast (pictured at left); also, read selected articles, buy the issue now, or download back issues from our archive.

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Plus: Access our 12-year online database of 18,000+ award-winning designs.

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Bizarre Israeli election ads

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## Web site Evaluation

•Web address, [www.printmag.com](http://www.printmag.com)

The customer doesn't need the subscription ads thrown in his or her face as soon as the site opens. It should be easy to find and clearly displayed, not the first thing the visitor see.

- The site navigates well:

The links take you where you expect them to and users can move through the site relatively easy. However the links are very small and hard to read and locate.

- **Site is not center on page**

- Nothing grabs your attention**

- Publication and web site lack common design elements.***

- **No attention getter:**

- **Generally looks cluttered:**

The information runs together and becomes hard to read and separate from graphics and other articles.

- Title of publication not clear:

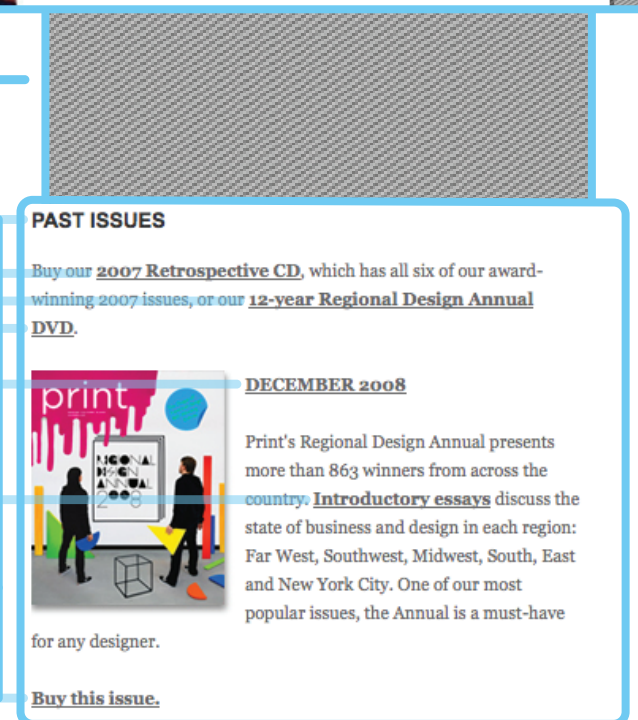
Giving the site a much bolder and clearer Title would solve a lot of the graphic problems.

- First visible graphic is an ad:

The site should focus on promoting *Print* magazine rather than promoting other products.

- Hierarchy is flat:

Important information is given nothing to make it stand apart from the general information.





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## Target Audience- 003

### Primary Audience

#### Expanding Current Audience

As you can see from their covers *Print* has always been geared towards **young and upcoming professional designers** in the age range of about **24 to 30**. Their clean, simple and informational driven aesthetic lends to their creditably, in contrast with other design magazines that only focus on design that is overly flashy and lacking content. Currently *Print* is not fully accessing it's potential consumer audience. Because of their clean and professional look they are relevant and appropriate for a younger and slightly older group of students and designers in age range of **19 to 34**. In this day and age a strong web presence is the best way to reach out to all age groups young and old. Also by reaching out to a younger audience *Print* increases its **sustainability** by connecting with a group of consumers that will have an extended relationship with the brand.

### Secondary Audience

#### Identifying Secondary

*Print* magazine is appropriate for and men, women and youth interested in design or art.



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## Competitive Analysis- 004

### Compared to *How* & *Juxtapoz* *How*:

#### *Similarities to Print*

- Exact same advertisements
- Subscription Popup

#### *Differences to Print*

- Slicker layout
- More organized
- Easier to find and read header
- More information
- Better graphics
- Older age group
- Easier to find and read links
- Navigation is less organized
- White background
- Page centers on background

### *Juxtapoz*:

#### *Similarities to Print*

- Clearly makes use of a grid
- Clean and organized

#### *Differences to Print*

- Flashier layout
- Younger age group
- Navigation is random
- Much Cleaner Grid
- More Organized
- Less advertising
- More vibrant color scheme
- More Information
- White background
- Page centers on background





## Objective & Strategy- 005

### Objective & Strategy

#### *Selling more subscriptions*

Of course one goal of any magazine or publication is to increase the number of readers and **sell more subscriptions**. Because we live in the digital age to sell more subscriptions we have to increase the number of people that visit *Print's* web site but once they get there they have to like what they see. Redesigning the site will give people a reason to get excited about subscribing to *Print*. The updated site will expand our target audience from **24-30 to 19-34**. That's an increase of **more than 100%** and if only a quarter of those people decide to subscribe to *Print*. That's still a **25%** increase in the number of subscriptions.

All the advertising for *Print* is already in place. All that needs to be done is to make [printmag.com](http://printmag.com) a part of the ads already there and attach a promotional code for a discount of some kind for any new subscriber that subscribes through [printmag.com](http://printmag.com) for the first six month the new site is active. Every time the code is entered we will know it is a direct result of advertising for the web site and we will be able to compare these numbers with the numbers before the new site is active.



## Style Guide- 006

### Logo

#### Two Logos

*Print's* logo is clean, simple and a beautiful representation of the publication. Also by leaving the logo the same we do not run the risk of losing any recognition. However *Print's* web site does need something a little bigger and my eye catching to draw in subscribers. This can be accomplished by combining the original logo with other elements of the web site and increase the size of the logo a great deal.

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### Color

#### Color Scheme

Light blue-green r 213 g 234 b 232  
Light blue r 113 g 201 b 241  
Black r 0 g 0 b 0  
Blue r 96 g 172 b 198  
Orange r 239 g 147 b 73  
White r 255 g 255 b 255



D5EAE8  
Light blue-green



71C9F1  
Light blue



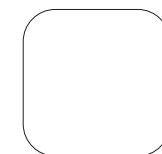
000000  
Black



60ACC6  
Blue



EF9349  
Orange



FFFFFF  
White

### Typography

#### Body Copy

Header one bold black 14pt

Header two italic light blue 12pt

Body copy Arial regular black 10pt. *Print's* name or other names  
Light blue Arial regular 10 pt. **Numbers**, important numbers statistics or quotes Arial Bold 11pt.

First line indented five spaces. Other body copy attributes, leading 16 pt, and kerning 110.

26 pt White Rabbit 50 pt White Rabbit  
50 pt Arial  
50 pt Arial  
50 pt Arial



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## Wire Frame & Mapping- 007

### Process

*First drafts and notes*

Sketches and notes on color and the placement of graphics and shapes. Original wire frames and maps for the entire site and each individual page. Is allows us to test various layouts and styles before the creation of anything on the computer.

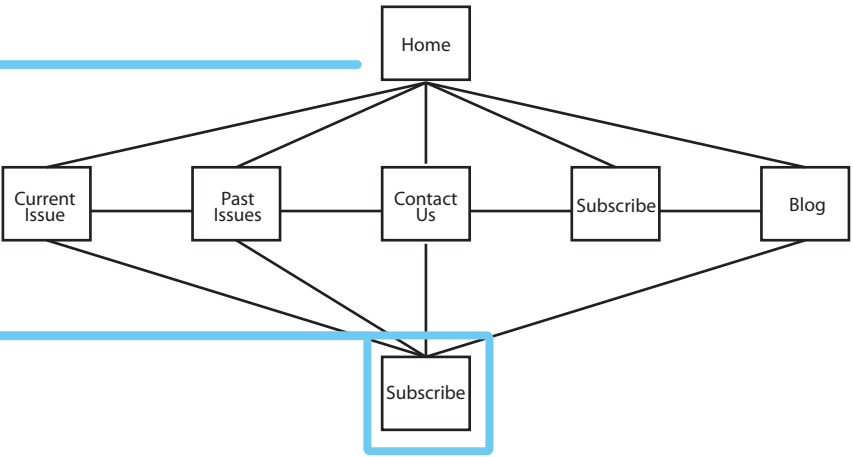
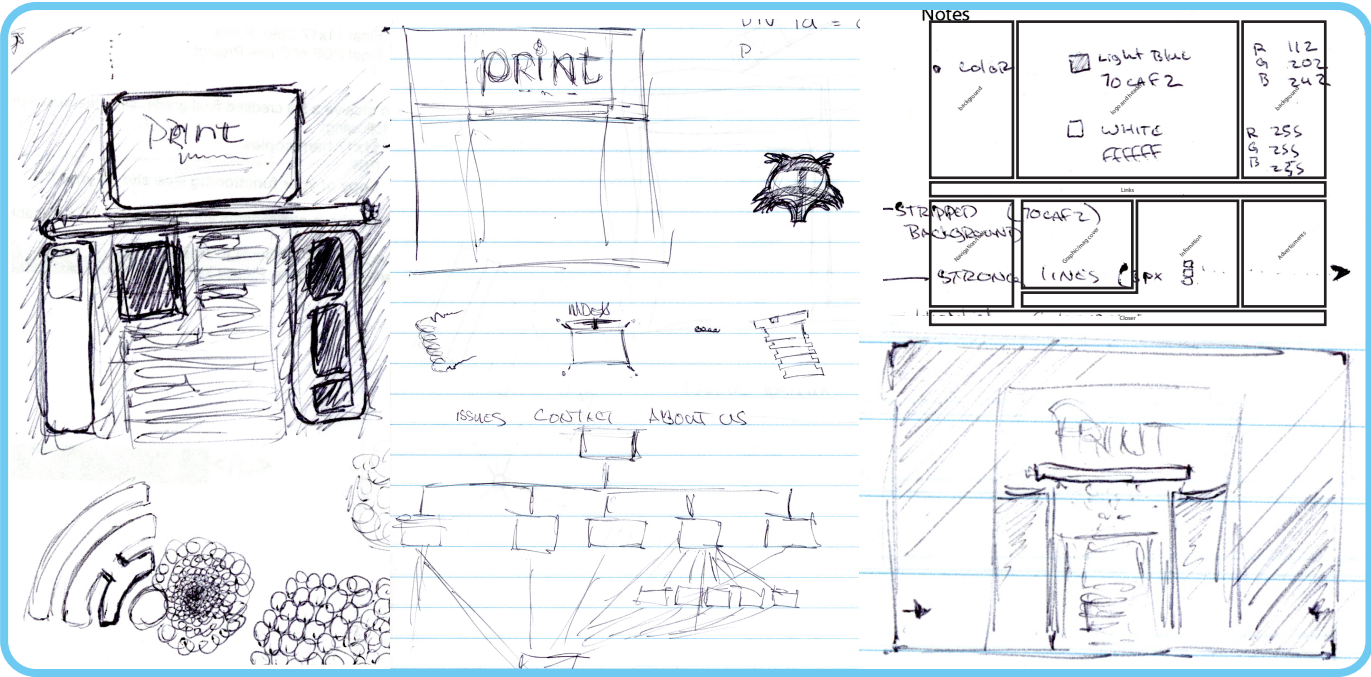
### Site Map

*All pages and how they link*

We open on the home page witch contains information about who *Print* is and what they do. This page also links to every other page in the site with specific focus on the subscription page. All following pages link to each other and back to the home page. Every page of the site is focused on funneling the viewer to the **subscription page** in a way that allows the viewer to take in the content of the site before they are given the option of subscribing.

### Wire Frame

*Mock Up*



Screen size 1024x768



date, 03052009in	Version 1.0
Michael Devoe	Print Magazine

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## Before & After- 008



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Meet the cast of our whimsical February cover by Andrew Rae, including Jacob Ghoul and Mac the Beast (pictured at left); also, [read](#) selected articles, [buy](#) the issue now, or [download back issues](#) from our archive.

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What should "relational aesthetics" mean to graphic designers?  
**BY RICK POYNOR**  
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John Maeda goes on a quest to find the heart of the creative process.  
**PLACE**  
A design school in Finland experiences the growing pains of a merger.  
**BY JAMES GADDDY**  
**EPHEMERA**

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Doors made from champagne and love juice.  
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