



bmgt 458q
university of maryland
spring 2013

OVERVIEW:

Over the course of the semester you are going to piece together a 6-page spread for a magazine using InDesign, Illustrator and Photoshop. You are free to select any topic you wish for your spread—Q&A, travel piece, profile of a company, brand or CEO, etc. The topic is up to you, but I suggest you pick something that already interests you as you'll be spending a significant amount of time working with and looking at this piece!

REQUIREMENTS:

Splash page:

- large, bleeding photo or illustration
- headline - turned into outlines
- subhead
- by-line
- photo captions
- folio elements

Side Bar:

- minimum of one
- must include a graph or illustration or table

Folio Elements:

- page number
- issue date
- magazine title

Pull Quote:

- minimum of one

Photos:

- all color corrected
- retouched
- at least 1 photo that is a combination of 2 photos

General:

- identifiable grid structure
- end-of-story marker - created in Illustrator
- good use of basic design principles (contrast, repetition, alignment, proximity, hierarchy)
- timely submission of all steps
- professional presentation of final project