

# REASON MAGAZINE REDESIGN

PROCESS | LEAH EDWARDS

## ASSIGNMENT

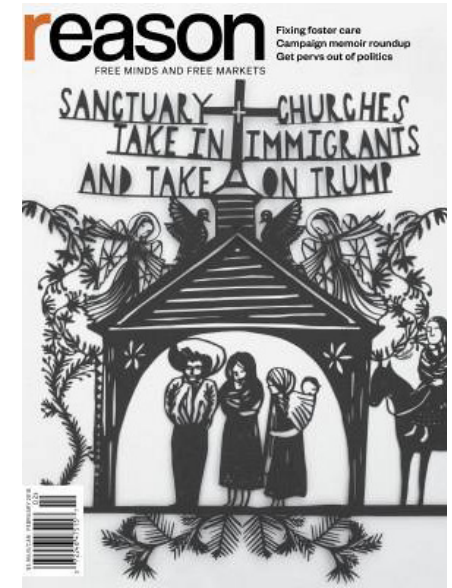
Select a poorly designed magazine and recreate it entirely. Improvements will be made to the covers, masthead, table of contents, departments, layouts, and any other typographic elements



Tattoo Energy is a popular tattoo art magazine in which many find inspiration or a new tattoo idea for their body. The magazine has poorly put together layouts, which include the mistakes of rags, widows, large type and bad typography. The magazine is mostly image and ad dominant making any information read within the magazine something that is forgotten.



Dogster Magazine is a monthly dog issue that focuses on all things pup and dog related. There is poor use of white space, bad type practices which include bad rags, widows, and hyphens that would make for a good magazine redesign.



Reason: Free Minds and Free Markets is a libertarian magazine that reaches a new target audience away from the right and left wing biases. The magazine is poorly crafted on the technical side of things. There is no over all theme throughout the magazine that ties all the layouts together. There are bad uses of type and images which look to have been chosen at random. The magazine lacks any kind of whitespace and has very little organization whatsoever.

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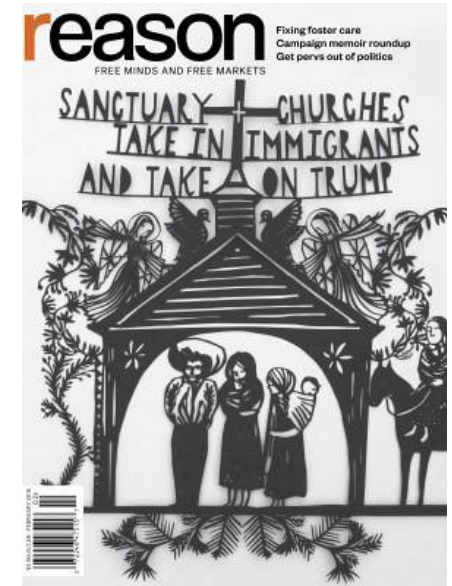
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## RESEARCH



### REASON MAGAZINE RESEARCH

*Reason* is an American libertarian monthly magazine, published by the Reason Foundation. *Reason Magazine* has a circulation of around 50,000 and was named one of the 50 best magazines in 2003 and 2004 by the Chicago Tribune. Founded in 1968 by Lanny Friedlander, the monthly print magazine of “free minds and free markets” focuses on politics, culture, ideas with a mix of news, analysis, commentary, and reviews on today’s media.

The magazine has had numerous redesigns and advancements in the course of its history. Erik Spierkermann, designer of the Meta typeface, claims the magazine is, “a look that is cleaner, more modern, making use of the Meta typeface thought.” Virginia Postrel founded the magazine’s website in 1995. Modern technology has allowed more readers to gain access to the magazine.

*Reason* provides a refreshing alternative to right-wing and left-wing opinion magazines by making a principled case for liberty and individual choice in all areas of human activity—mission is to advance a free society by developing, applying, and promoting libertarian principles, including individual liberty, free markets, and the rule of law.

### FACTS AND STATISTICS

*Reason Magazine*’s Headquarters is located in Los Angeles, California. Lanny Friedlander, founder of *Reason Magazine*, created monthly mimeographed issues at the start of 1968. Today, the magazine produces 11 issues annually.

#### *Reader Demographics:*

Political Group: Libertarian (80%), Democrats or Republicans (20%).

Gender Demographic: 90% Men vs. 10% Women.

Magazine age median: 50 years of age.

Website Demographic reaches 80% Men vs. 20% Women. Online magazine age average reaches an average age of 39 years old.



## CREATIVE BRIEF



### IDENTIFY AND DESCRIBE THE TOPIC

The project assignment focuses on the selection of a poorly designed magazine and the process of redesigning the print. Creating an interactive version of the magazine to be viewed on the web is included in the assignment as well. There are multiple redesigns including: the masthead, various cover issues, table of contents, feature articles, and department grid structure redesign.

### OBJECTIVE OF REDESIGN

The magazine I have selected is Reason: Free Minds and Free Markets Magazine. As said above, there are multiple tasks for the redesign. The goal is to create a more modern look and feel in order to reach the larger demographic of young readers and women, while attempting to be a politically neutral magazine allowing readers to gain a new political perspective.

### AUDIENCE/DEMOGRAPHIC

The demographic of Reason Magazine has a narrow window. Ninety percent of their readers include males, while only ten percent of their readers are women. The magazine also reaches a selective group of people over the age of 50.

My main goal in redesigning Reason will reach out to a larger group of women readers, as well as reaching out to a much younger crowd, 20-30 year olds, in order for both demographics to be politically educated and involved in the modern world. Design wise, I would like to create a more modern layout by utilizing white space. I intend

to use strong imagery to evoke viewer emotions and plan on using bold graphics to assist in the main topic in an issue.

### WHAT IS THE PROBLEM?

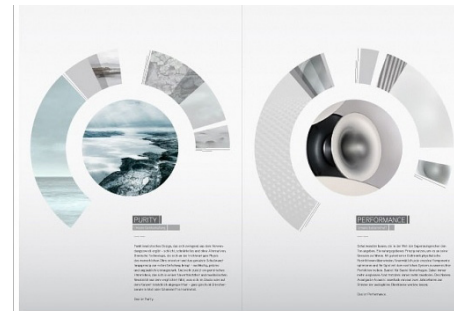
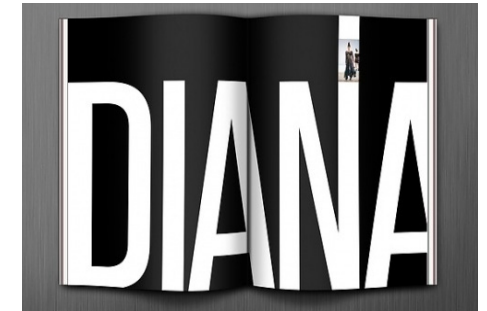
Reason has a sad lack of grid structure, poor typography and poor imagery, and does not reach all age groups and genders. The magazine has no organization or thematic elements running throughout to help indicate that each page of the issue belongs in the same magazine.

### THE SOLUTION

How I plan to fix the problem? Create an underlying grid structure that is thematic and interactive. Use bold and attention grabbing headlines (useful typography) and left aligned text columns. Include images and videos and graphics that grab a readers attention. Inventive grid structure that engages the reader. A larger focus on social media in order to obtain more younger generations. Reach out to the women demographic. Only 10% of women read this magazine, include articles about women in politics/being leaders in movements. Achieve more white space within the layouts. Engage images with the text. Not all images should be in squares. They can be in circles, cut out, interactive with text/headlines. A modern twist this magazine is a must need! A modern and feminine take on the mostly male dominate readers. Remain a political neutral magazine that can be a place for people to learn something new without falling into particular political biases.

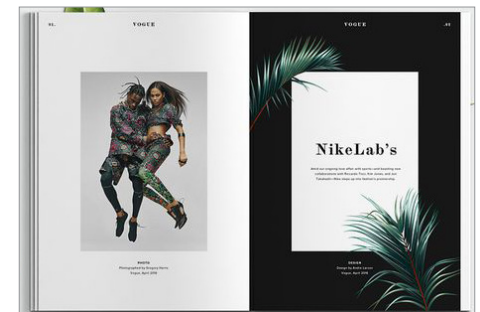
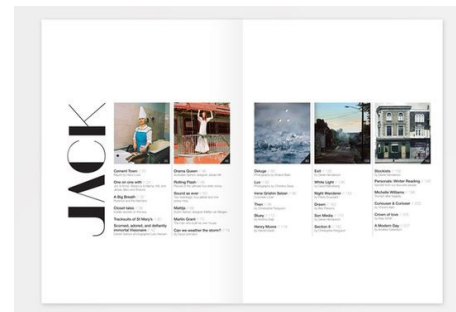
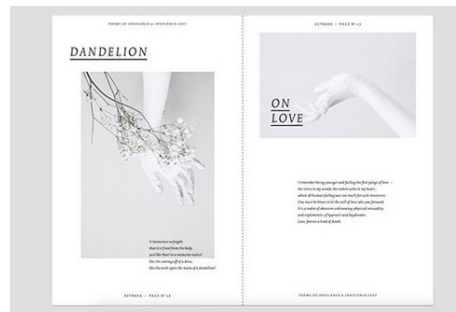
# LAYOUT INSPIRATION

Many of the layout inspiration presented focuses on good use of white space. They also have a balanced relationship between type and image. Reason Magazine has little to no white space and have no type structure throughout the design. My goal is to create layouts that utilize the white space of the page, while also paying attention to the detail of type and image.



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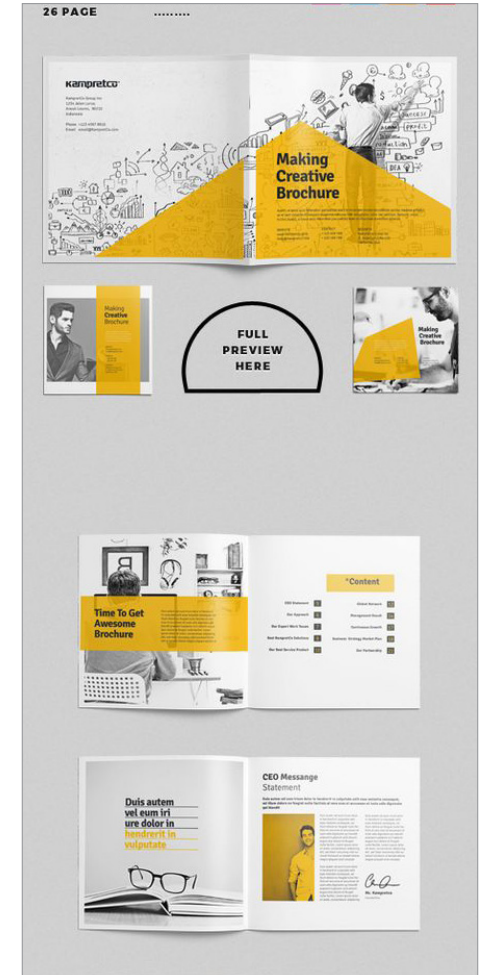
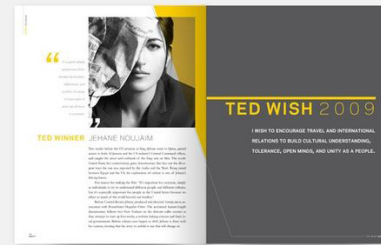
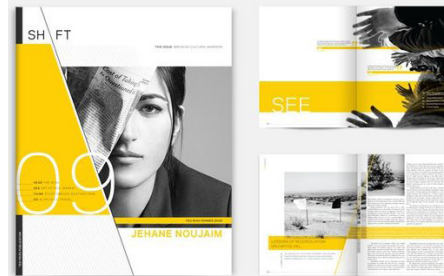
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# SPECIFIC STYLE INSPIRATION

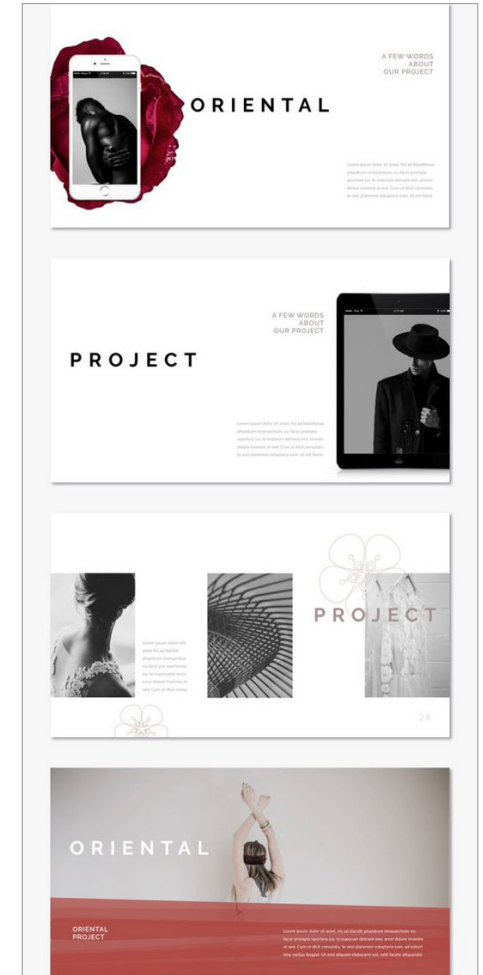
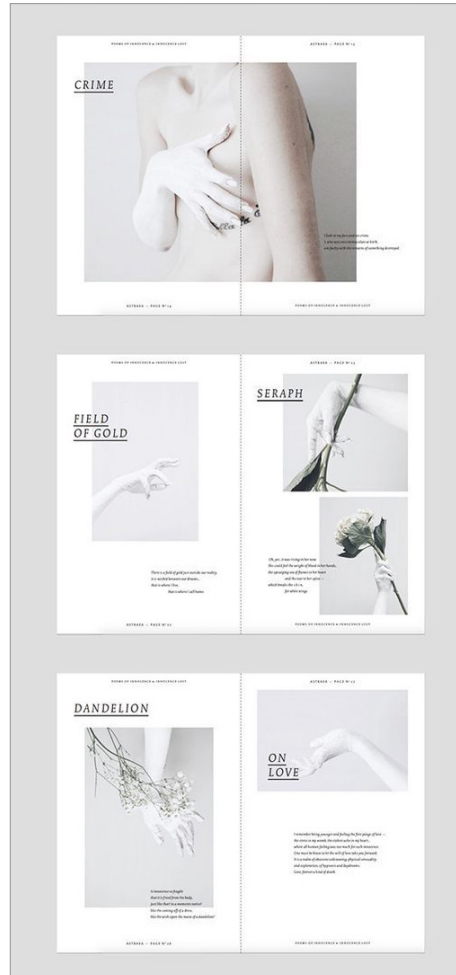
The specific style for my redesign focuses on a simple color palette, black and white photography, and white space. This inspiration helps to show just how to utilize the space of a page and the relationship between all design factors.





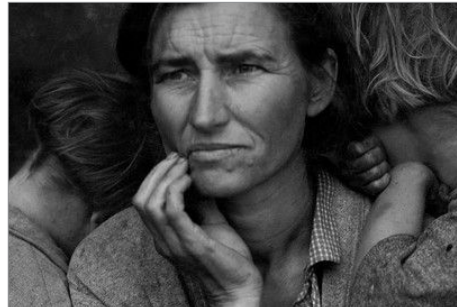
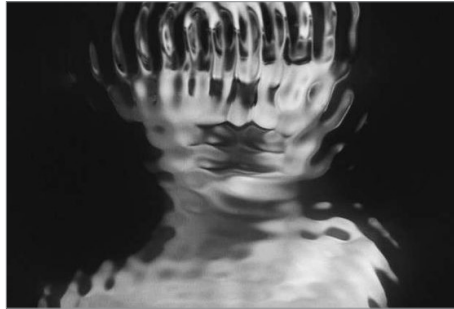
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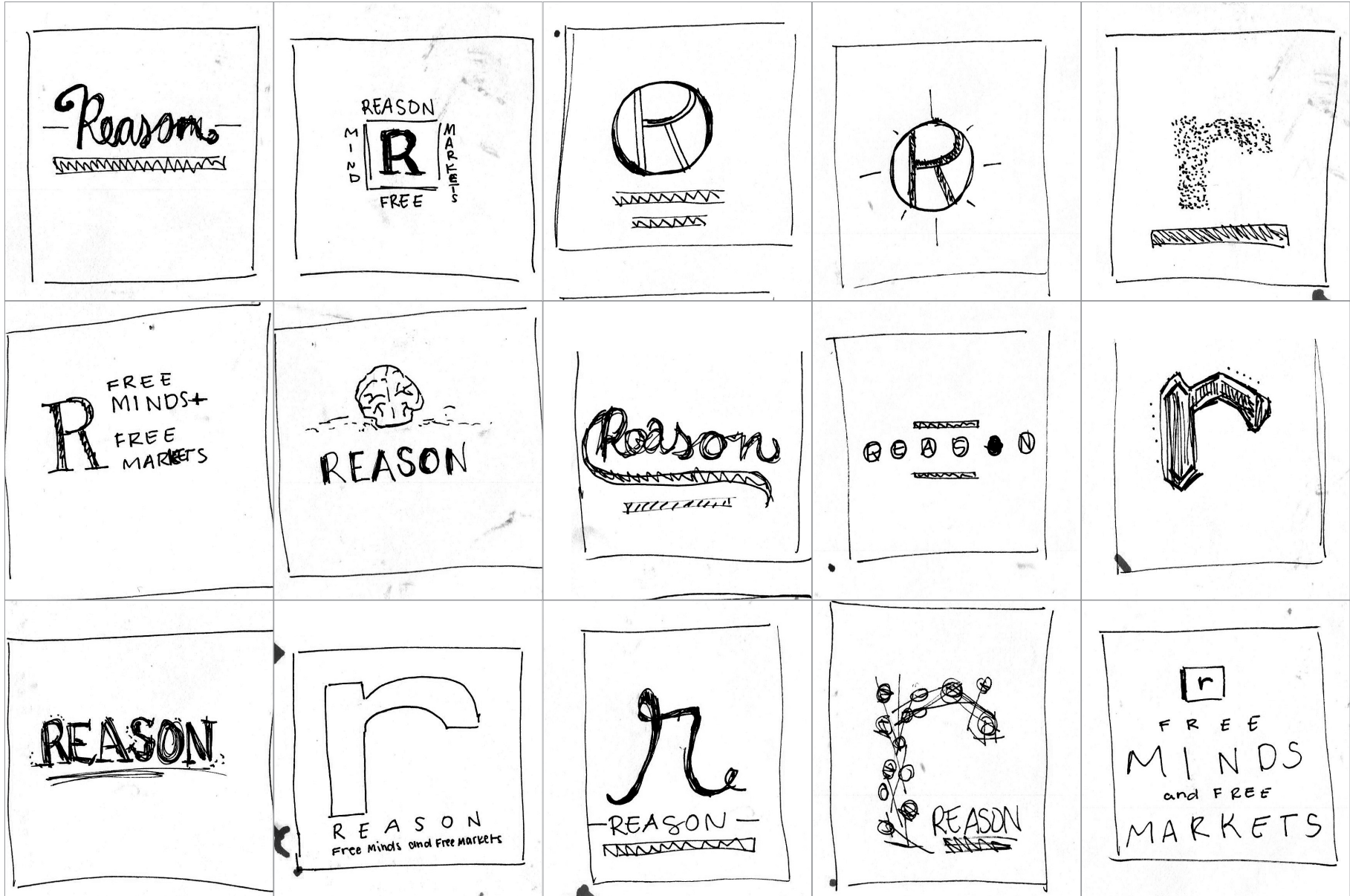


## IMAGE & COLOR INSPIRATION

Due to the feature article that I am redesigning, I wanted to use black and white photography to evoke emotion in the readers. I believe that this style of photography is what makes the article authentic and relatable. The use of the dark wine maroon adds to the mood and seriousness of the article while also adding a bit of color to a muted color palette design.

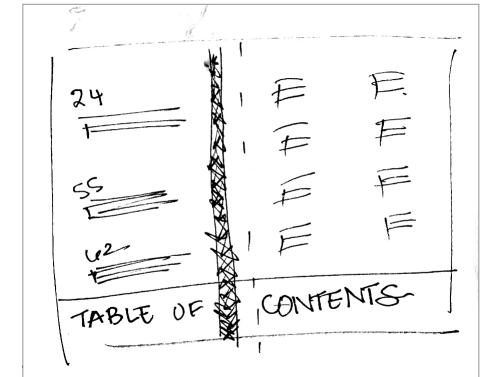
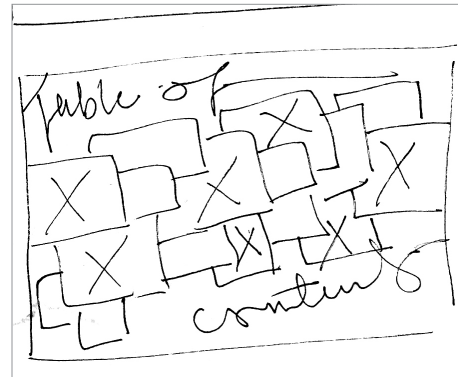
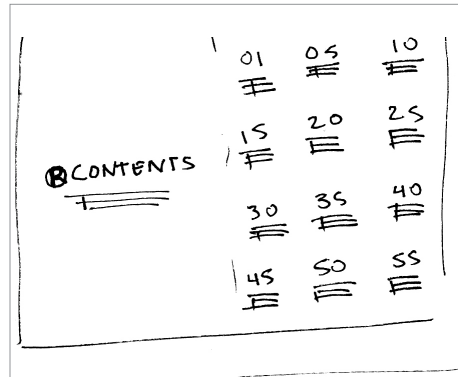
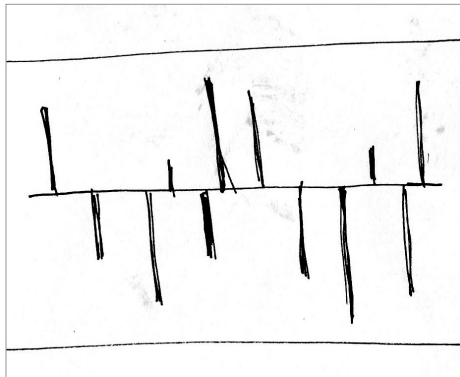
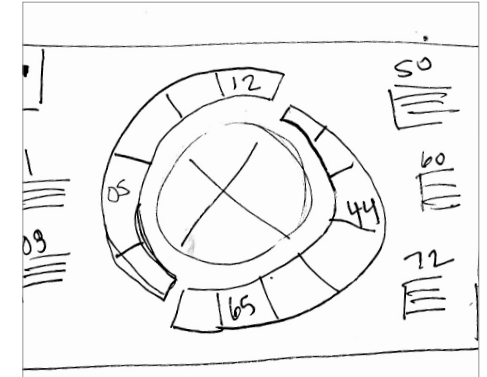
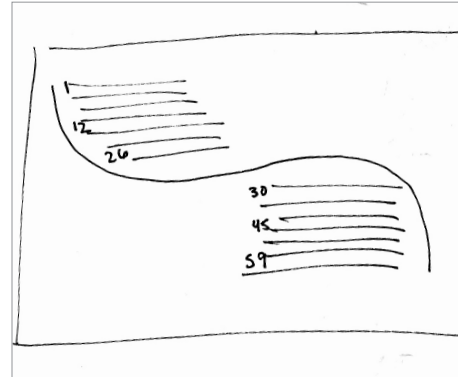
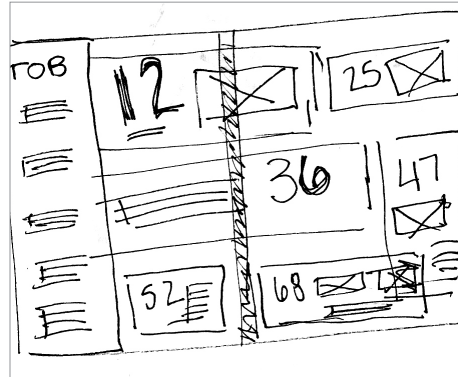
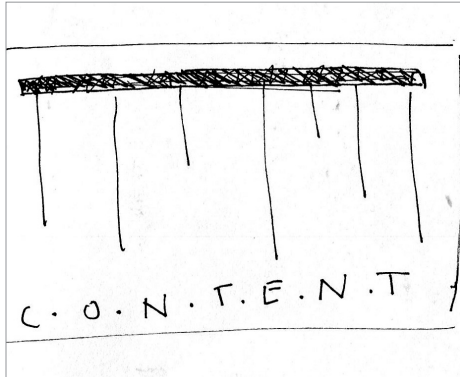
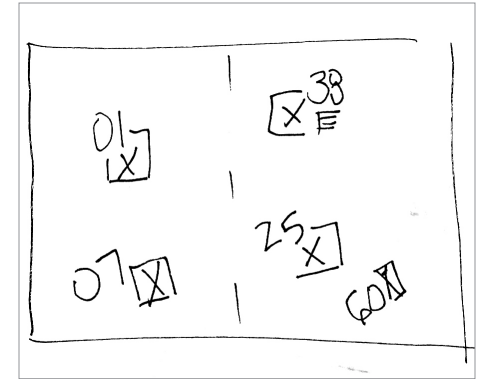
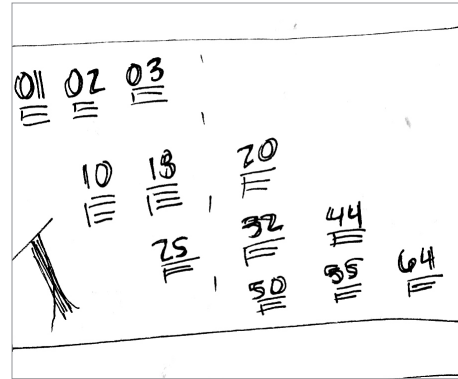
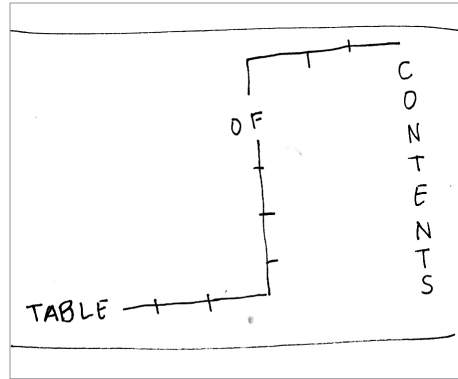
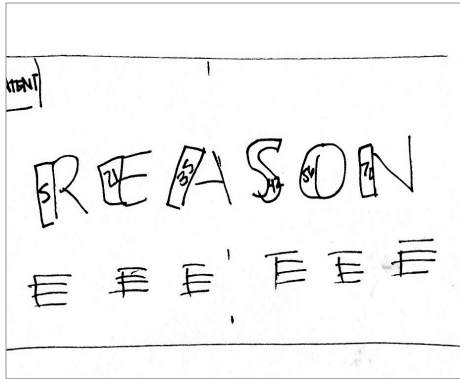


MASTHEAD SKETCHES



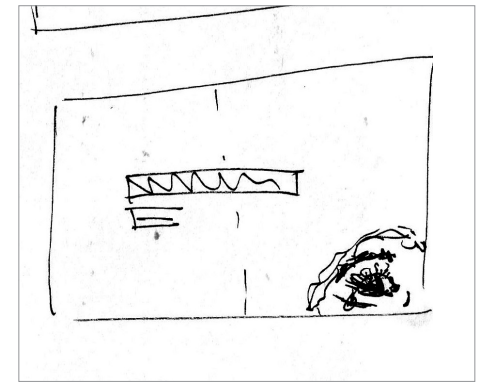
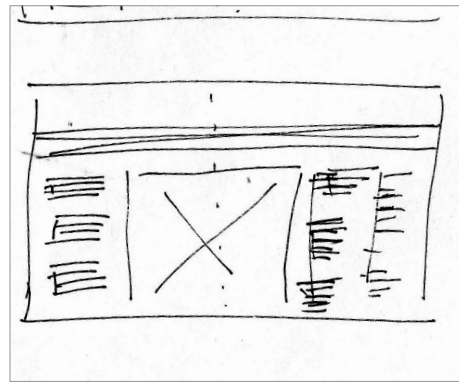
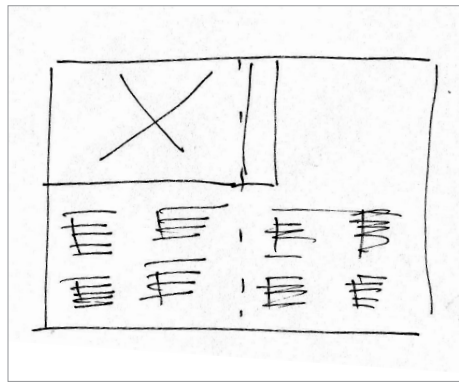
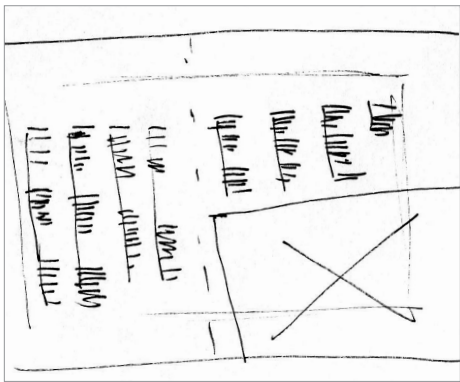
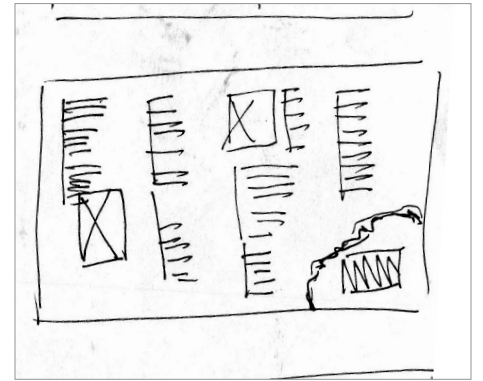
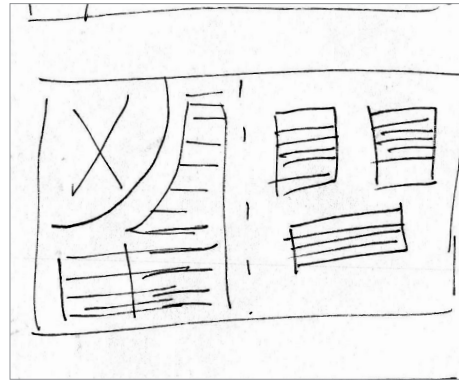
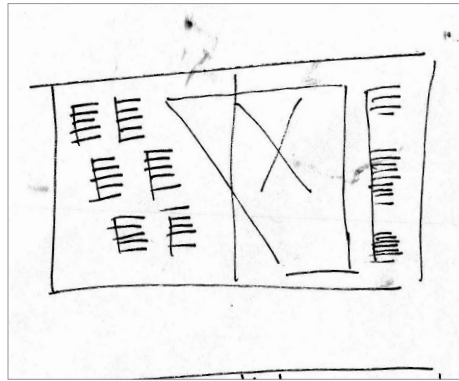
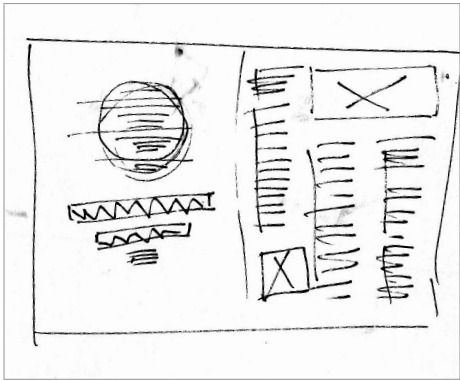
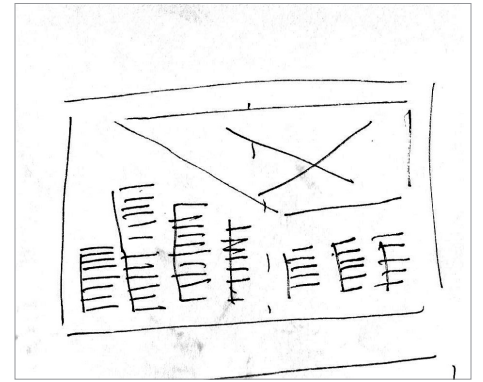
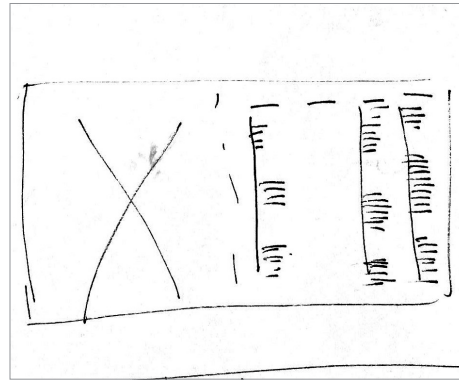
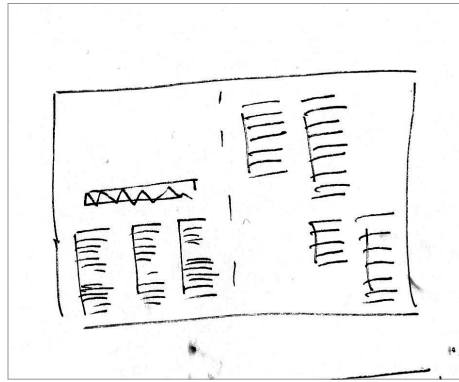
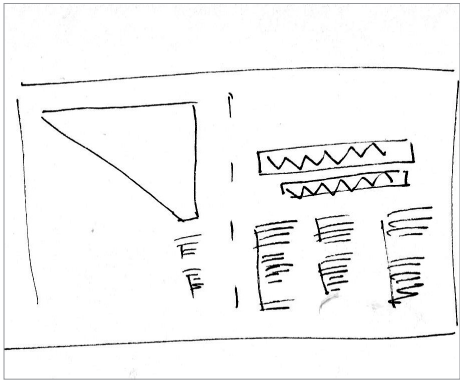


# TABLE OF CONTENTS SKETCHES

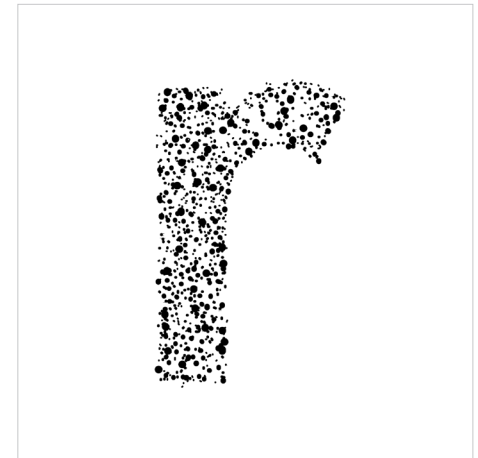
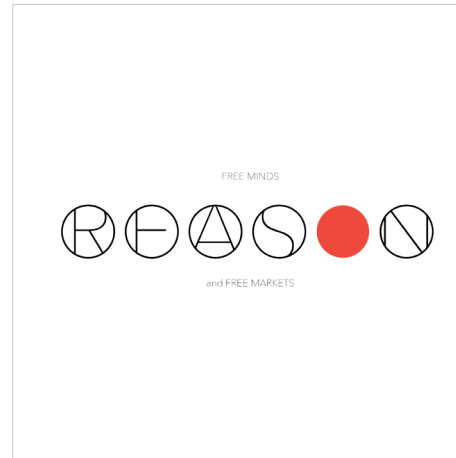
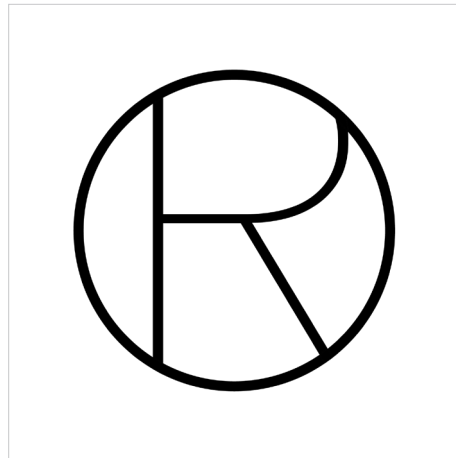
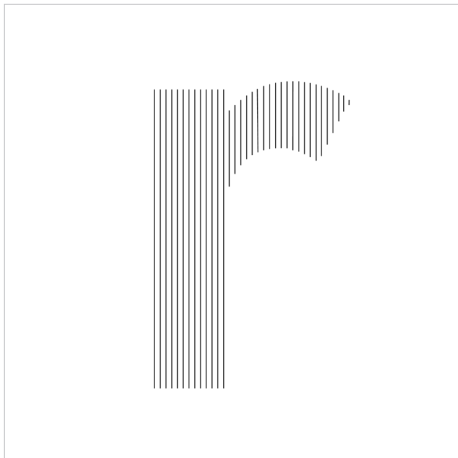
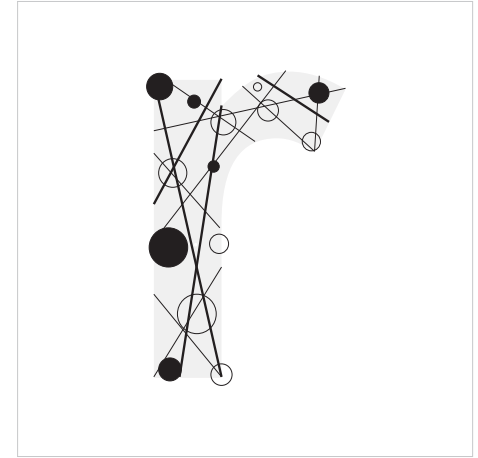
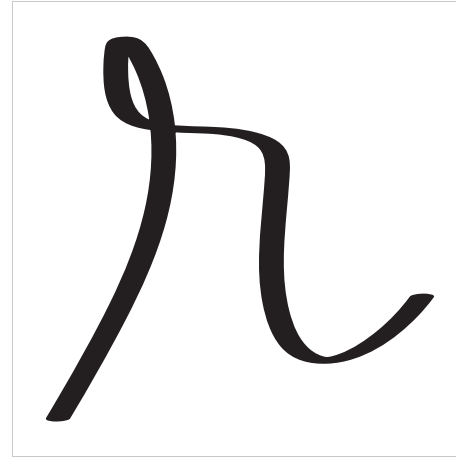
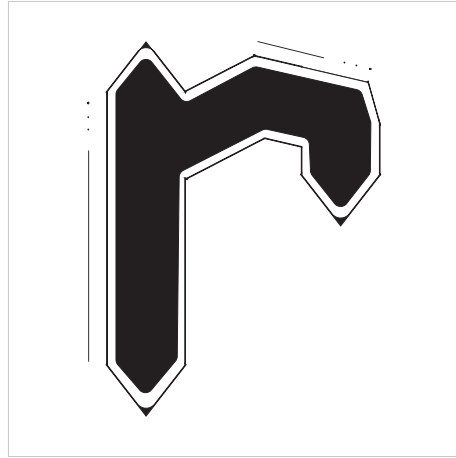
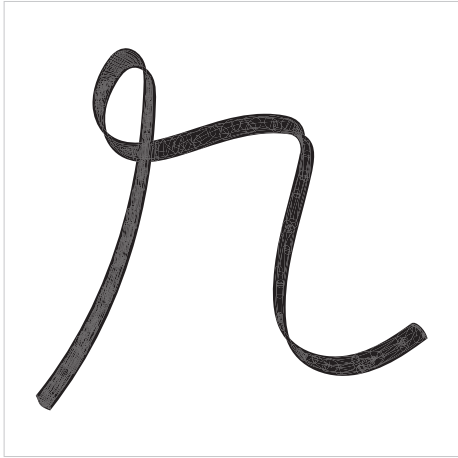




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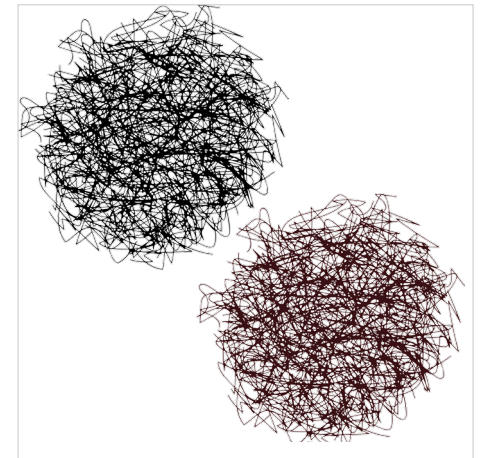
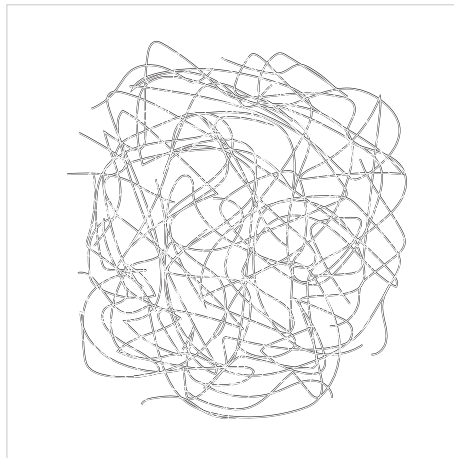
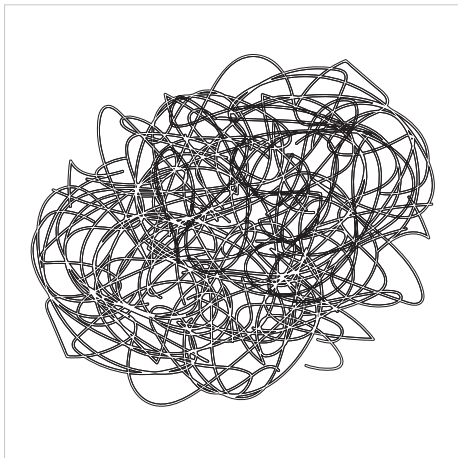
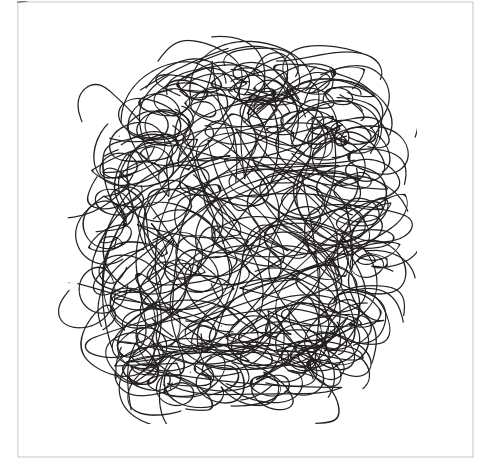
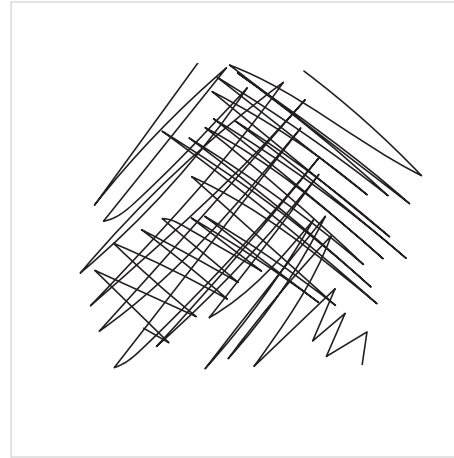
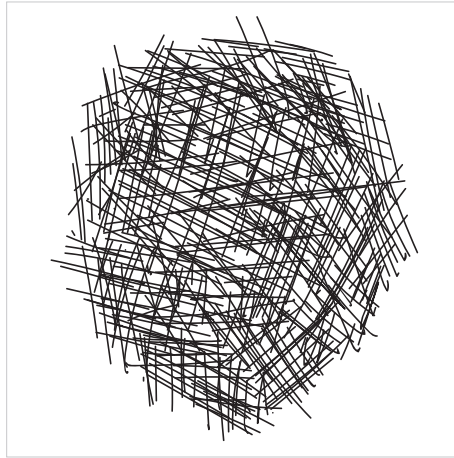
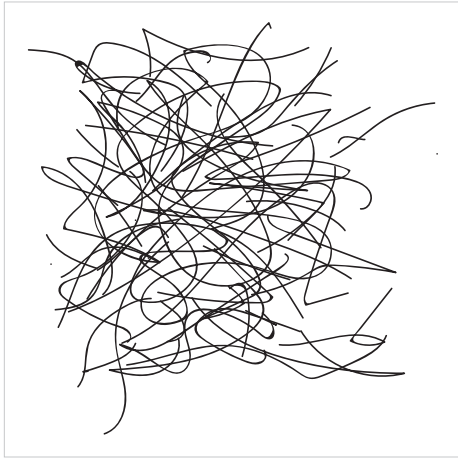


## DIGITAL ROUGHS: MASTHEAD



From my sketches, I explored the series of different "R's" for different cover issues. The idea behind this is that if each issue has one element that is the same while another element is constantly in flux then it would draw in an audience excited to see what design is coming in the next issue.

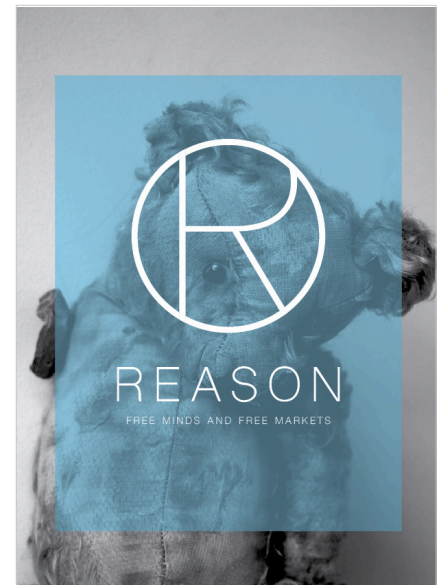
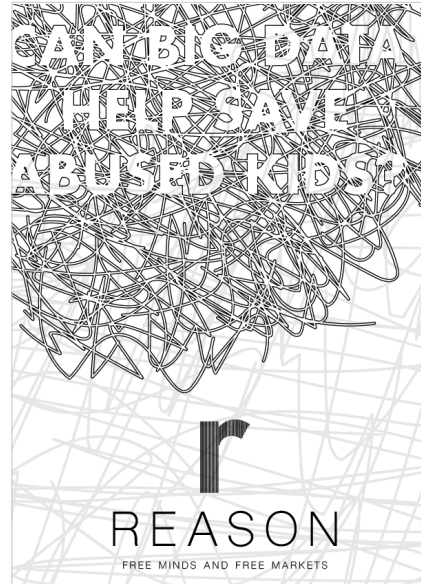
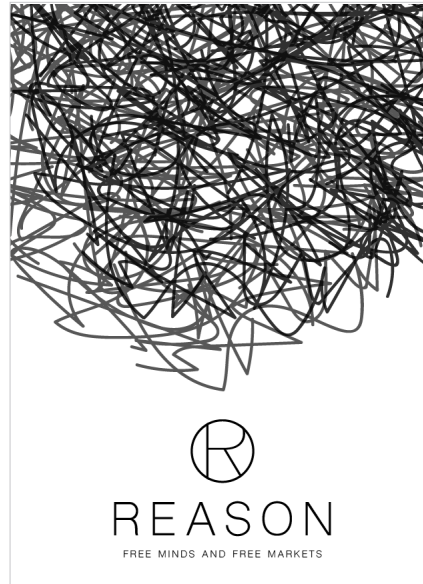
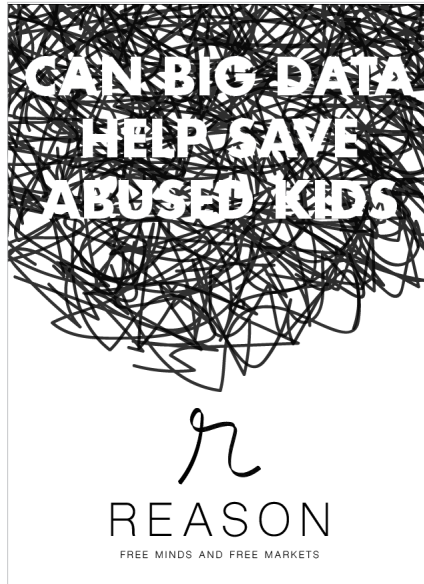
## DIGITAL ROUGHS: SCRIBBLES



The scribbles are representative to children's drawings as well as their emotions due to being left in poor foster care systems. Above are different explorations of scribble illustrations.



DIGITAL ROUGHS: COVERS





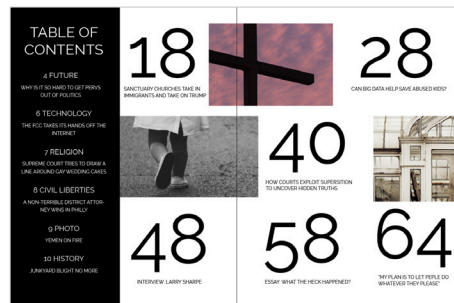
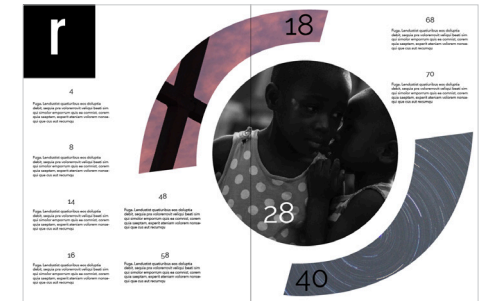
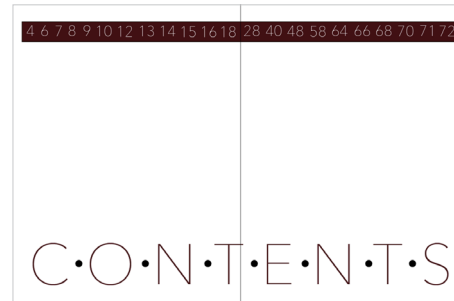
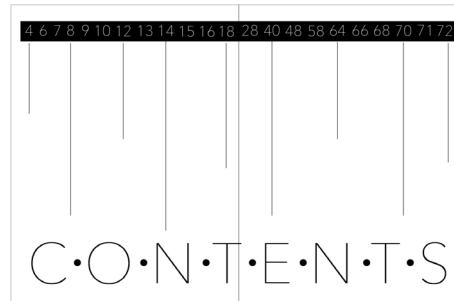
## COVER SELECTION

The cover design would have the changing “R” masthead, with the standard Reason: Free Minds and Free Markets title masthead. Each cover image relates to the issue's main feature article.



# DIGITAL ROUGHS: TABLE OF CONTENTS

I wanted to create a table of contents that was well organize and also utilized a good amount of white space, to help achieve a more modern look and feel to the magazine.

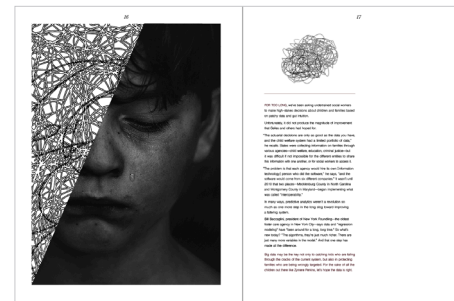
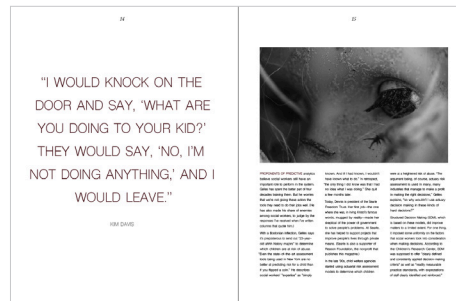
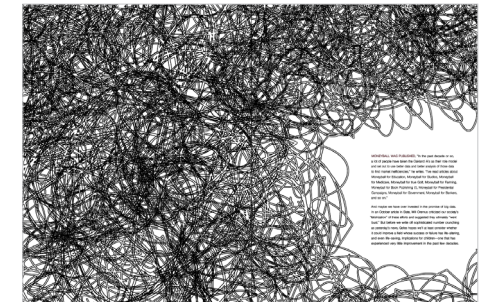
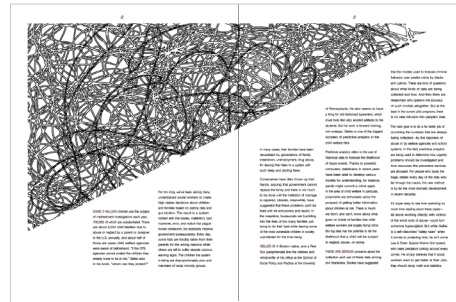
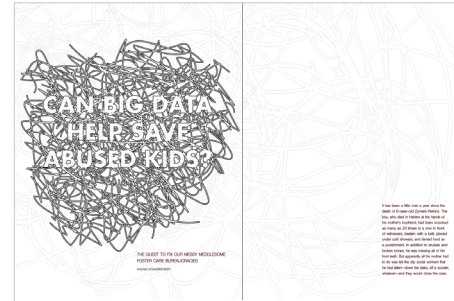




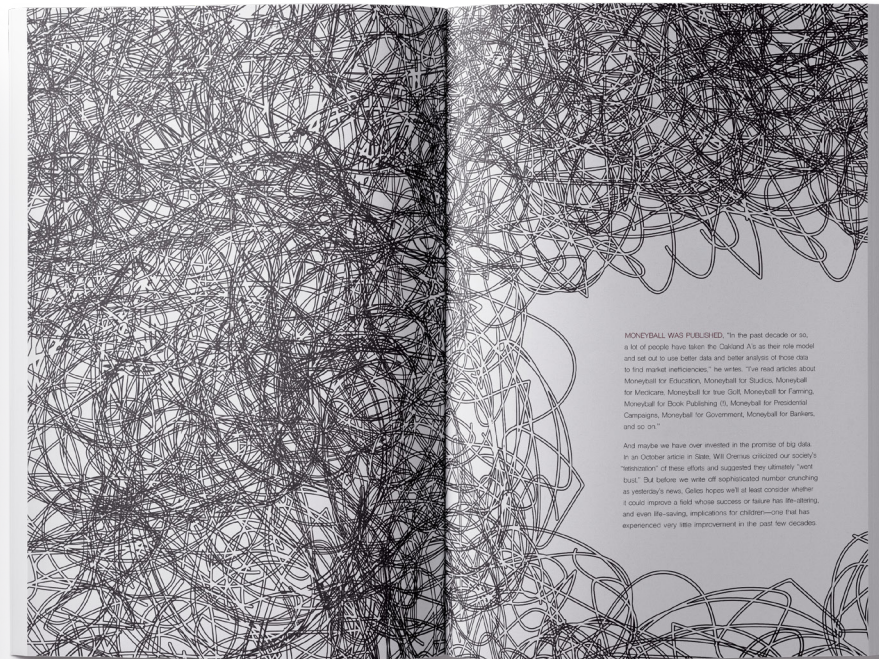
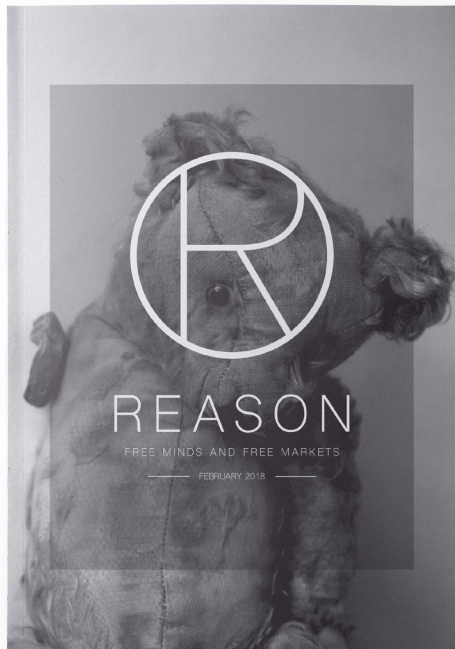


# FINAL COMPOSITIONS

The final compositions of the covers, masthead, table of contents, feature article spreads, and department spread are the final redesign for Reason Magazine. I believe I have achieved my goal by utilizing the space of the pages by creating white space, readable grid structure, appropriate use of images and color, which ultimately fit the modern look and feel to the redesign. I hope that the more modern take on the magazine also helps reach more readers that include women and the younger generation.









### FIXING FOSTER CARE

"For too long, we've been asking under-trained social workers to make high-stakes decisions about children and families based on patchy data and gut intuition."

—VICKI SCHWARTZHEIT

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To you when Peter Panick, then was "Victory Bloom," it's not that far from the Florida Department of Children Services and not far from the state capital. It's not that far from the state capital.

In the fall of 2016, Mayor Michael Bloomberg ordered the DC to review foster care. New York state legislators are looking to do so in 2017. The DC is looking to do so in 2017. The DC is looking to do so in 2017.

Most well-known child welfare bureaucracies have been through such a process at least once in the past few decades. From Galard Fernandez, the 16-year-old boy killed by his mother and his father in July 2005, to the 16-year-old girl who died in 2005, to the 16-year-old girl who died in 2005, to the 16-year-old girl who died in 2005.

But whether it's jumping more money into the system or simply creating a no-nonsense voice of the top, few of these programs seem to have a difference. At the same time, things are not in the way they were.

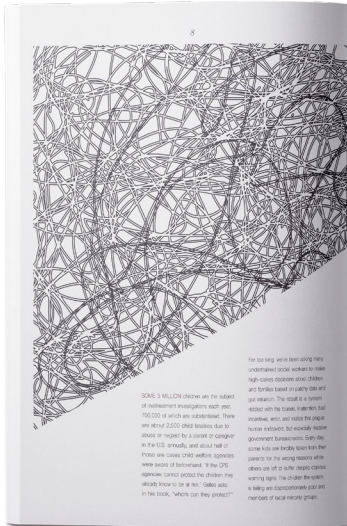
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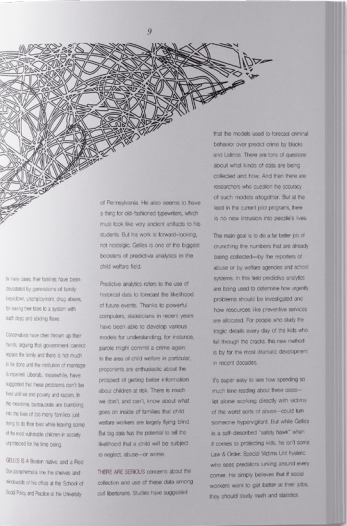
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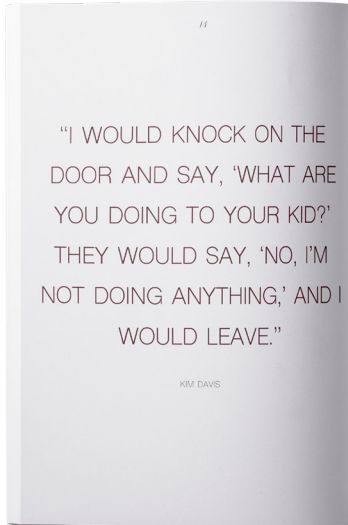
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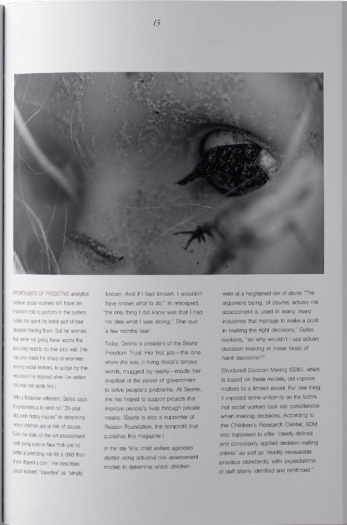
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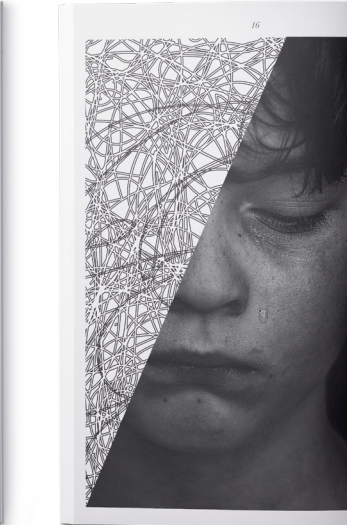
"I WOULD KNOCK ON THE DOOR AND SAY, 'WHAT ARE YOU DOING TO YOUR KID?' THEY WOULD SAY, 'NO, I'M NOT DOING ANYTHING,' AND I WOULD LEAVE."

KIM DAVIS



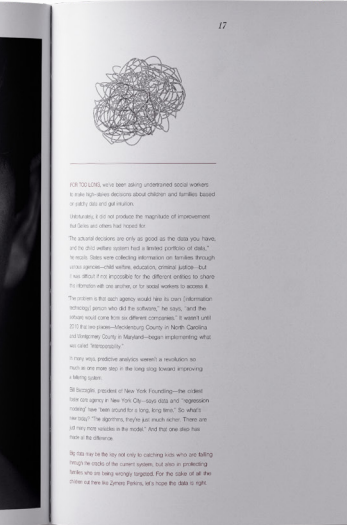
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