

Magazine Ikon Typography



This project was done in my third semester of typography. It was our task to design an editorial magazine from start to finish with all the skills of typography we learned in the semesters before. It was for our free choice if we worked together in a team or alone. I chose to work on my own. In this case my requirements were to create a magazine spread of at least 24 pages. It was important that all pages could be divided by 4 or 8 so there aren't any problems with the printing process later on. The theme of the magazine should be „change of location“. We were free to decide how we approached it but we should choose a target group the magazine could be for. It was also mandatory to have a certain font hierarchy. It should also include a photo series and a double site advertising. To keep up with the central

idea so the viewer or reader could follow the narrative thread. It was recommended to use a flat plan. This way it was easier to view the concepts for the pages as a whole. During the semester we discussed and presented our concepts and processes with the professor.

I started off by brainstorming in style of a mind map which way I want to go with my magazine. I wanted to design something that even I would buy or read. Because I am a big fan of skate or art magazines like the popular „thrasher“ or „ray gun“ series I wanted to create something similar. Even though I only designed one magazine, the concept behind the name and structure should not be a one-off. I had trouble getting started at first simply because I couldn't decide between my ideas. I liked almost every concept design the same, plus I had a sensory overload of inspiration for my magazine. From here I first had to whittle down what would work best together. After a while I came to the conclusion that „ikon“ (engl. „icon“) should be the name for the series. Every issue gets its own individual artist that is show cased through the whole pages no matter if it is art, music, acting and so on. To stay with the topic, it should be artists that had a change of location relating to their career. For my first issue I chose the Swedish rapper „Yung Lean“ who became popular worldwide and already played concerts all over the globe. I chose him because his music and visual world fit perfectly with my ambitions for the magazine. As part of the mind map, I wrote down what I wanted to have in the content and what the specific design concepts should look like. The magazine is starting off with a short biography about his life, then an interview and his discography.



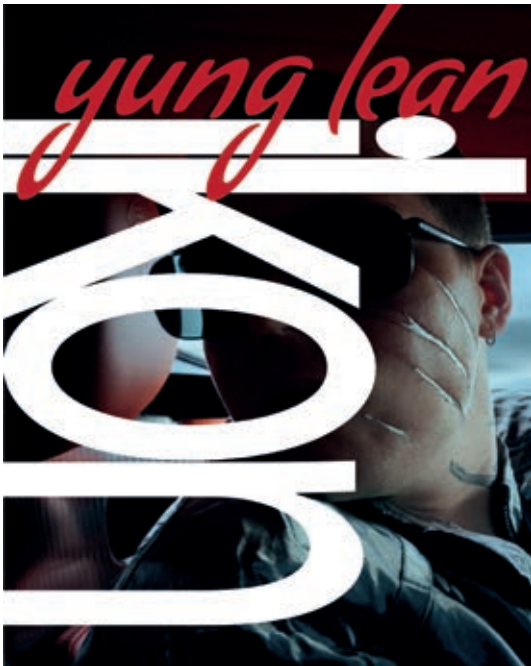
As a target group, I would primarily appeal to fans of the musician and music genre. In this case, of course, younger people. But as the saying goes: art has no age limit! Fans of design magazines should also feel addressed.

I mainly drew inspiration from the skate industry as said before, as the magazines are always very free and experimental. It was important to me that a common thread in the design was clearly visible. The easiest way for me to do this was to begin with the front page, the cover. So that I could better envision the content. I made quick cover sketches - none of which ultimately made it into the final product. But something I definitely wanted to have on the cover was a picture of the artist. After my unused sketches on paper I tried out some digital ideas in Illustrator. I finally created the one cover that I also used for my magazine. From there on I got into my creative flow very quickly.

The first main color of the magazine was green but reminded me a lot of the German nature magazine series „GEO“. Then I changed it to sky blue but the color wasn't really fitting for the loud expression I wanted to go for with the magazine. So I chose red – my favorite color anyway. Red catches the eye and is very expressive, matching my concept. Due to the multiple color changes, I decided to use the different colors as a general concept for the ikon magazine series. Each magazine a different artist and a different color.



As a general font family, I chose the “Acumin Variable Concept” font because it has an incredible number of font sizes. I wanted to give myself the freedom to experiment with different degrees and sizes while still sticking to the same font. On the lead pages and some of the intermediate pages, I went one step further and had the individual words (previously in semibold) converted into paths in Adobe Illustrator to distort them precisely within my created guides. At first I was just experimenting with this, but then I really liked the effect it had. It seemed loud and aggressive, just like I wanted. I intentionally kept the continuous text small to create a strong contrast to the distorted words. In most cases, the continuous text was justified, but if there were too many gaps, I left-aligned the individual lines. The exception to this is the lead page for the discography section. The gaps fit better into the visual design because they were large enough to fit the experimental style I was driving. At the end of the day it was a project in Typography so it was mandatory for me to experiment with the fonts and their arrangement. Especially a magazine like „ray gun“ gave me the idea to play with the sizes of the words.



To give the magazine its own individual touch, I added a few continuous special features. In addition to the distorted fonts on almost every page, it was important to me that the red color automatically identifies this edition. The idea was actually to alternately color one side red and the next one white. However, the concept didn't quite work out, but that wasn't a problem. I also added specially hand-drawn elements: the stars. A bit like a trademark. In keeping with icons, I chose stars because people often like to talk about well-known musicians as "stars". They also shook up the otherwise very symmetrically arranged typography design, which I wanted to avoid.

When it comes to color, I wanted to make my common thread very recognizable and only stick to black, white and red. So I also colored all the images black and white so that they didn't disrupt the concept. To round off the hip hop flair at the end, I took a few of the black and white pictures and printed them out. I then went to the sheets with graffiti pens and wrote all of Yung Lean's quotes, lyrics and album/song titles onto the sheet. It should look like a graffiti wall in an underpass or an abandoned building. After scanning, I played a little with the contrasts. I liked the effect this process had, so I went with it.

