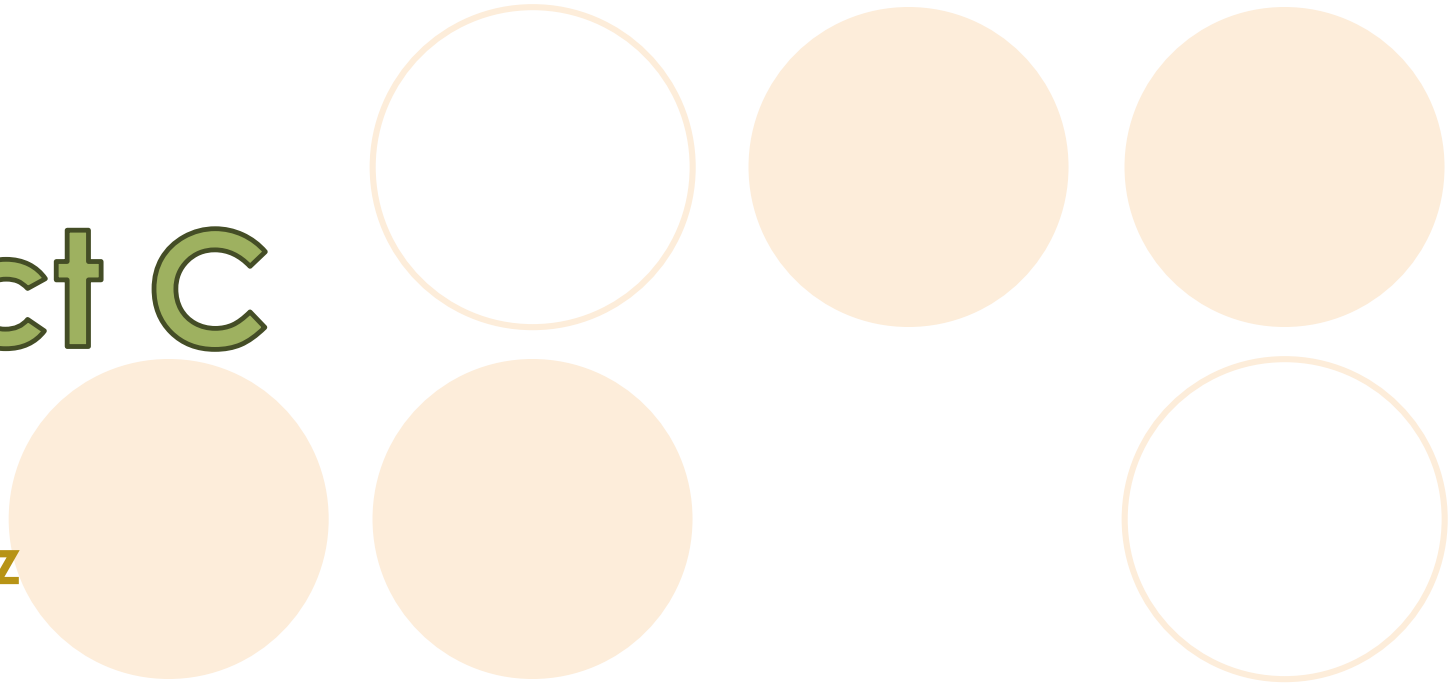
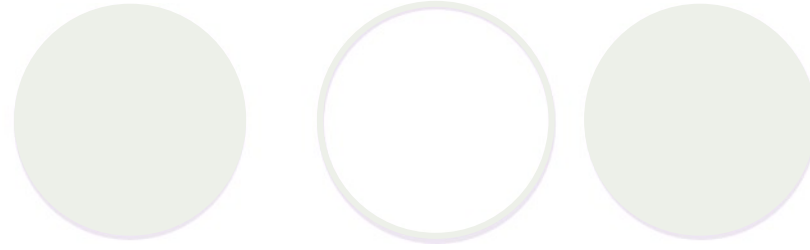


# Project C

GRDS 348-OL

Madeline Walz





# Concept Development

# Brainstorming and Ideation

- 3 Favorite Concepts:
  - Space (favorite)
  - Mythology (second)
  - Writing (third)
- Left picture: concept ideas and notes about existing magazines
- Right picture: format and limits of typical magazines

Magazine - Brainstorming Concepts

- \* Space - lots of science magazines, not many space specifically
- \* Writing - focus on sharing stories by new authors
- History - not sure about this one, National Geographic, etc. care this
- Archaeology - iA Arkids Dig, iA adults, don't know
- Anthropology - broad field overlaps w/ Archaeology
- Crafts - not interesting to me, lots already w/ this topic
- Travel - not interesting to me, already common topic
- \* Mythology - lots of books, not many magazines. Weekly/monthly into about different mythologies

National Geographic: awesome photography, global following, clean, dynamic design

Poets & Writers: unique design. Good source for aspiring writers, lots of short articles, simple design

Voice of the Martyrs: cares focus on attention-grabbing images, simple design, informing people of little-known issues around the world. Photos + articles garner support + protect people in articles

Magazines typically limited to 8.5 x 11 or A4 folded, or half that

small amounts of pages, usually between 25-150

saddle stitch < 80 pgs, perfect bound > 80 pgs

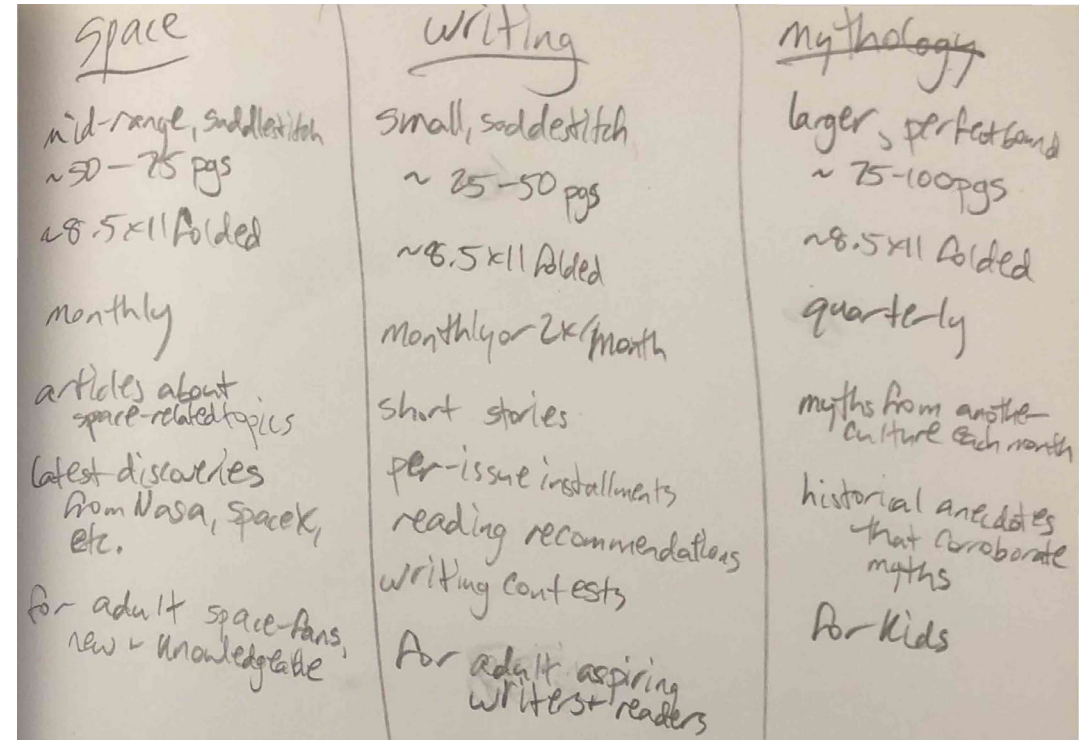
recent content, keep finding new topics

lots of writers, photographers, editors & designers

must keep consistent design

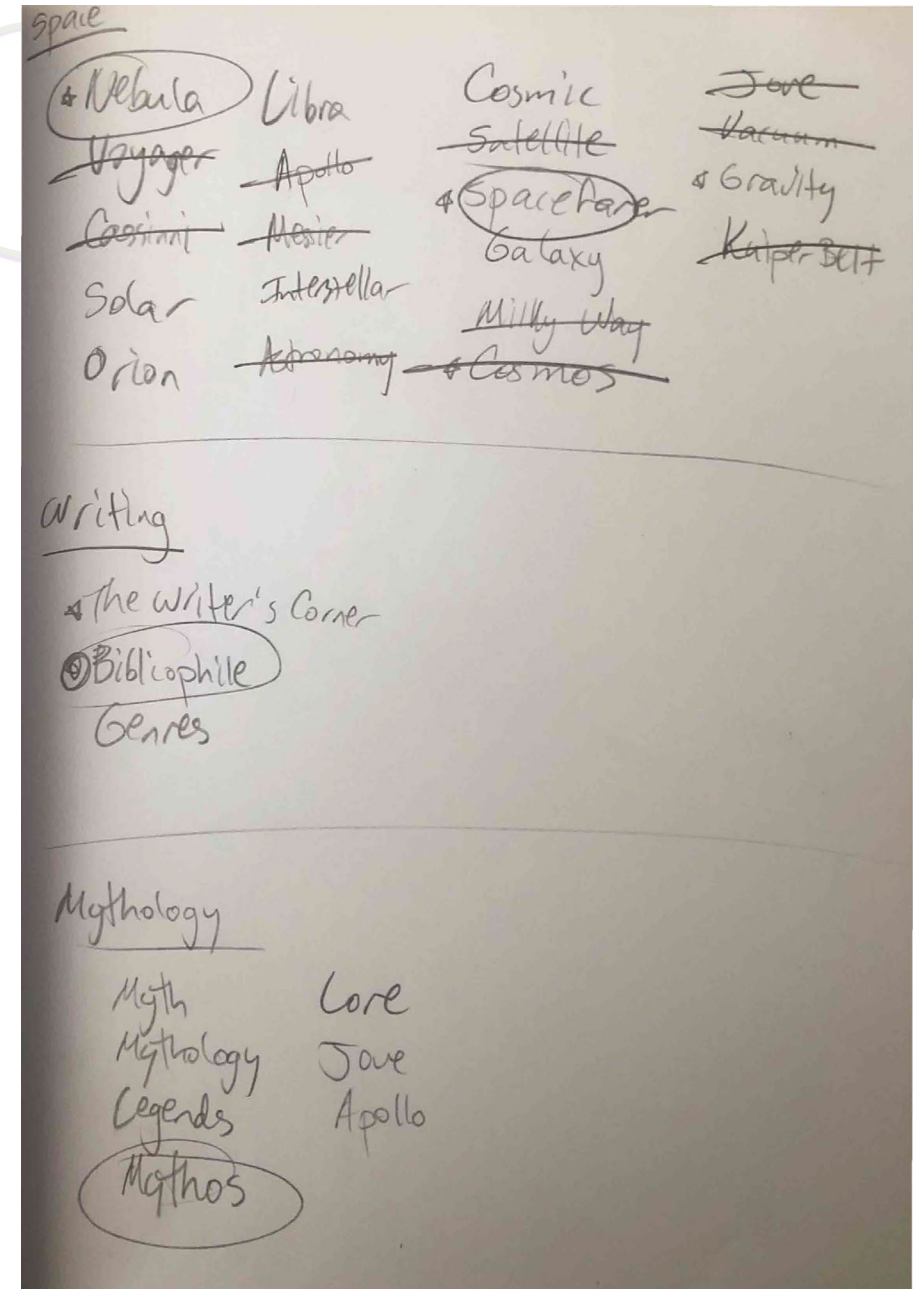
# Brainstorming and Ideation

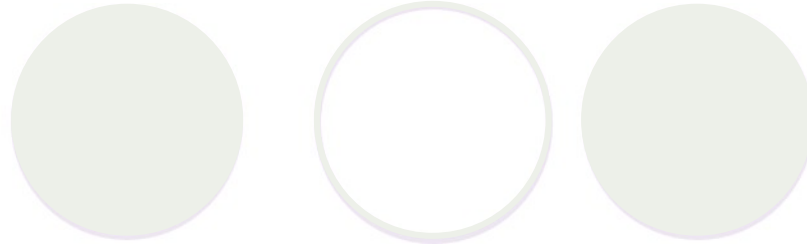
- ◉ Space:
  - ◉ Mid-range, saddle stitch, monthly
  - ◉ About 50-75 pages, 8.5x11 inches folded
  - ◉ Articles about space-related topics
  - ◉ Latest discoveries from NASA, SpaceX, etc.
  - ◉ For adult space fans, new and knowledgeable
- ◉ Writing:
  - ◉ Small, saddle stitch monthly or 2 per month
  - ◉ About 25-50 pages, 8.5x11 inches folded
  - ◉ Short stories, per-issue instalments
  - ◉ Reading recommendations, writing contests
  - ◉ For adult aspiring writers and readers
- ◉ Mythology:
  - ◉ Larger, perfect bound, quarterly
  - ◉ About 75-100 pages, 8.5x11 inches folded
  - ◉ Myths from another culture each month, historical anecdotes that corroborate myths
  - ◉ For kids



# Name Ideas

- ◉ Favorites for Space:
  - ◉ Nebula (closest thing with this title is a defunct Scottish sci-fi magazine that ended in the 50s)
  - ◉ Spacefarer
- ◉ Favorites for Writing:
  - ◉ The Writer's Corner (already a thing, but not a magazine as far as I can tell)
  - ◉ Bibliophile
- ◉ Favorites for Mythology:
  - ◉ Mythos (a German magazine exists with this name, but it is a completely different topic)





# Design Brief

# Basic Content and Personality

Articles would cover current events and recent discoveries in the space and related industries. Interviews would be with people who are prominent or up-and-coming in those fields. The magazine will strive to incite enthusiasm for space in its readers and encourage readers to do their own further research into topics that interest them. The magazine will also try to stay neutral if it includes controversial topics, an important goal for many news-reporting publications.

The feel of the magazine is clean, professional, and current. Similar/inspiration magazines would be National Geographic or Time.



# The Competition



While not every magazine features all of these, the most common topics seem to be skywatching tips, reviews of telescopes and other related products, and the latest news and discoveries.

Released every month, Nebula will feature articles about the latest news and discoveries from NASA, SpaceX, and other companies. There may also be interviews with people who are well-known or up-and-coming in the field. Usually, each issue will not have a specific theme for all the articles, unless there are significant events that month. For example, if there was a July 2015 issue, it would have focused on Pluto and the Kuiper belt, because of the New Horizons mission's Pluto flyby that month. The July 2019 issue would have focused on Apollo 11, for the 50<sup>th</sup> anniversary this month. A September 2017 issue would have focused on Saturn, because of the end of the Cassini mission there that month.

There will be a calendar of significant events, such as eclipses and meteor showers. There will not be a large focus on this, nor will a lot of space be dedicated to it. The exception is if it's something as huge as a total solar eclipse like the one coming to the US in April 2024.

In short, Nebula will focus mostly on current events and discoveries in space and the related industries, which probably makes it most similar to SpaceNews. Unlike Nebula, SpaceNews reports mostly business and political news in the space and satellite industry, and targets government officials, politicians, and executives in the space industry.



# The Competition

Competition			
Name	Location	Dates	Focus
x Air & Space Smithsonian	US?	1986-present	Museum collection aerospace industry history of aerospace
Astronomy	US	1973-present	amateur astronomy sky viewing, observing tips reader photos astronomy+astrophysics telescope reviews
All About Space	UK	2012-present	product reviews, spacegoing tips latest space news tech concepts not astronauts about missions facts
Sky & Telescope	US	1941-present	current events amateur astronomy reviews of products telescope making astrophotography

Astronomy Now	UK		reviews, news, guides for astronomy latest discoveries tips for skywatching
Aviation Week & Space Technology	US		aerospace, defense, aviation industries aerospace technology
SpaceNews	US	1989-present	business+political news in space+satellite industry news, business, analysis for government officials, politicians, scientists in space industry
Popular Mechanics		1902-present	not space specific, but space is often featured
Planetary Report	US	1980-present	solar system exploration planetary missions, exploring astronomy latest discoveries
SpaceFlight	UK	1956-present	space exploration topics note: Sir Arthur Clarke Award for best space reporting, 2008

Name	Location	Dates	Focus
Ad Astra	US	1989	?

note: from National Space Society!  
lots of awards

These are the space-related magazines I found in research. The ones I don't really count are Air & Space/Smithsonian (focuses on the museum's collection), Aviation Week & Space Technology (focus on the technology), and Popular Mechanics (not space-specific, but space is often featured).

# Target Audience



From my research, it seems many American and British magazines are targeting either amateur astronomers or people who work in the space-related industries, specifically the “higher-ups.” There’s a group, albeit possibly a small one, of people who do not work high up in the industry but are not simply amateurs. Maybe they are too knowledgeable to be considered an “amateur” but don’t work in the field. Maybe they do work in the field, but are in a low-level position. Maybe they are interested in more than skywatching and stargazing, topics that seem to be common in many space-related magazines.

# Goals

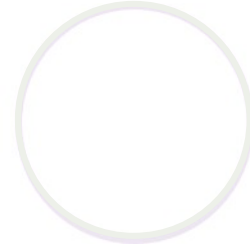
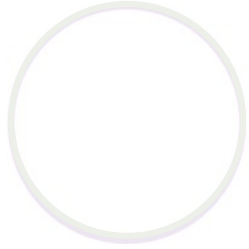


Tell current news and recent discoveries in the space and related industries without the added clutter of product reviews and basic how-tos for amateurs often found in other publications. Amateurs and “newbies” are welcome to read and subscribe to the magazine, but the magazine will not cater to them. The articles may not include all the basic knowledge they need to fully understand the topic.

# Specifications

A decorative horizontal row of six circles. The first circle is solid light green. The second circle is white with a light green outline. The third circle is solid light green. The fourth circle is white with a light green outline. The fifth circle is solid light green. The sixth circle is white with a light green outline.

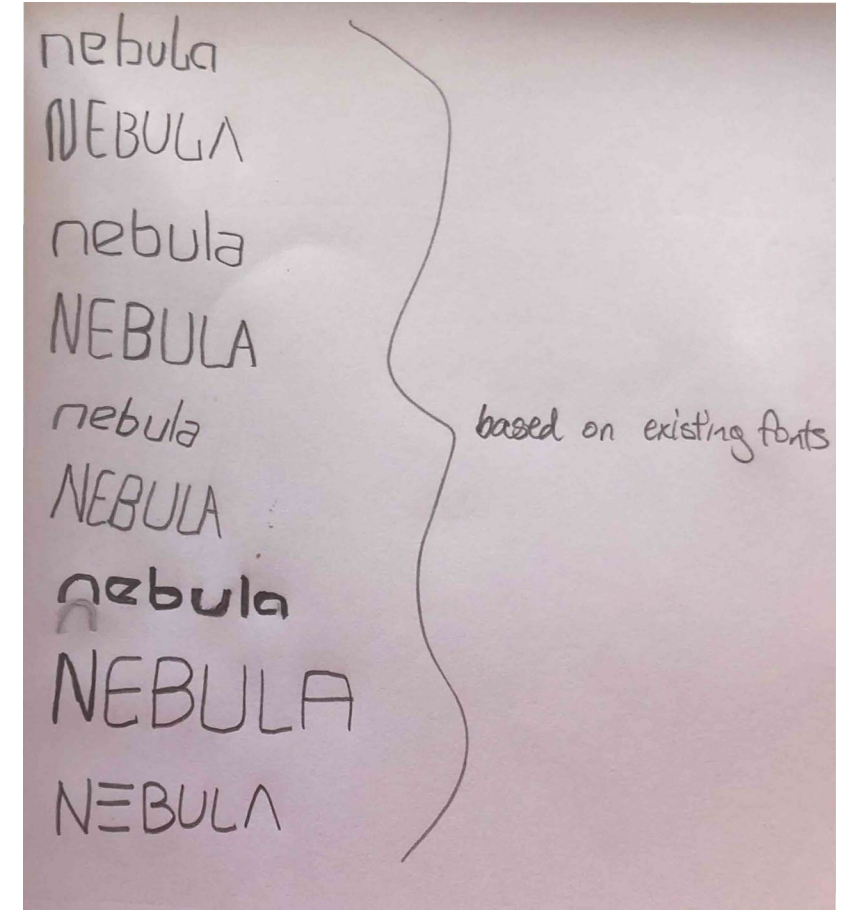
Since it is an American-based magazine, Nebula will be 8.5x11 inches, the most common paper size in the United States. It will have a semi-gloss cover, matte interior. It will include a calendar at the front of important upcoming dates, including meteor showers and eclipses; short updates of ongoing events and previously reported news; and longer articles about current news, discoveries, and missions.



Logo

# Thumbnails

These are based on existing fonts. As much as I love many of these, my topic does not allow me to use my own pictures, so I am going to create my own logotype. Maybe I could use one of these inside the magazine somewhere.



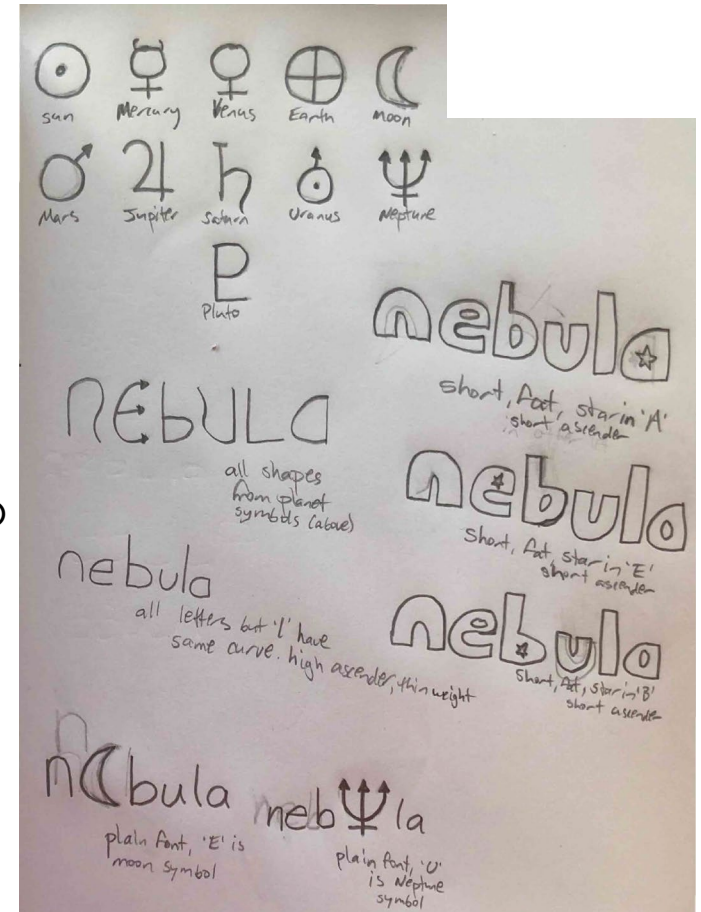
# Thumbnails

Each major body in the solar system (sun, moon, and planets) has a symbol. Those are in the top left corner. These were the inspiration for the logotype directly below it. Each letter is made from shapes pulled from those symbols.

Below that is a simpler one. It's a stylized sans serif, with every letter (except 'l,' of course) using the same curve. It would have a thin weight and a high ascender.

The two below that, at the bottom of the page, were also inspired by the symbols. The left one is a plain font, probably a sans serif, with the moon's symbol replacing the 'E.' The one on the right is also a plain font, probably a sans serif, with Neptune's symbol replacing the 'U.'

The three on the right are variations on the same idea. It is a short, fat font with a low ascender. In the top one, the 'A' has a star in it. In the middle one, the star is in the 'E.' In the bottom one, the star is in the 'B.'





# Thumbnails

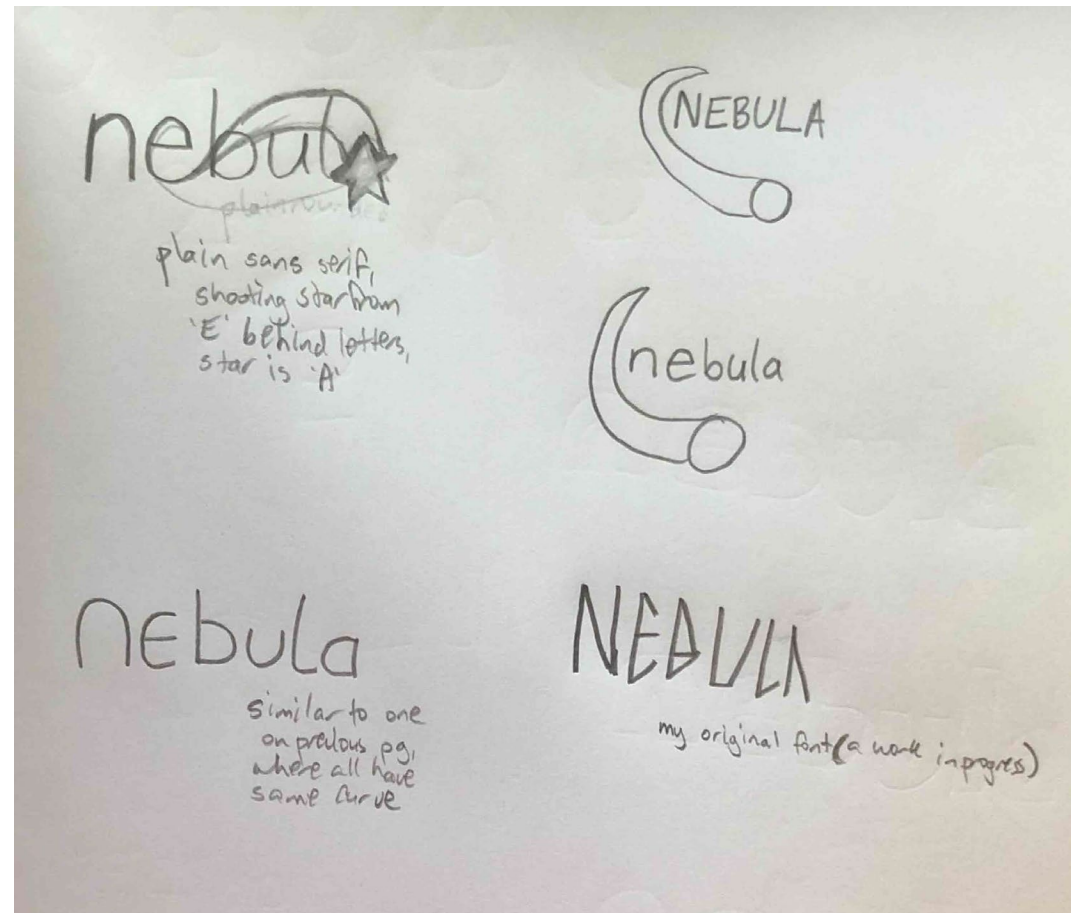
I'm not sure about these.

The top left one would be a plain sans serif. A shooting star comes off of the 'E,' the tail curving behind the letters to the 'A,' where the star replaces that letter.

The bottom left is similar to the one from the previous page, where all the letters have the same curve. The differences are the 'E' and the 'L.'

The top and middle right are similar ideas. A symbol reminiscent of a shooting star curves around, with the magazine's name inside the curve. I think the top one looks better, but I want the magazine name to be all lowercase, which is why I made the second one.

The bottom right is a bad sketch of my original font that I'm working on as part of a short story I'm writing. This one was mostly just to see how it would look. I don't like it.



# Comps

#1 is custom letters only. Every letter uses the same curves. The others use the same custom letters, but include the shooting star behind the letters. They are all variations on coloring:

2. Tail and star gray, letters black
3. Tail black, star gray, letters black
4. Tail, star, and letters black
5. Tail black, star dark blue, letters black
6. Tail and star dark blue, letters black
7. Tail, star, and E blue, other letters black
8. Tail gray, star blue, letters black

Preferences? Should white gaps be larger? Lighter colors? Other colors? Minor adjustments to curves? Kerning?



# Refined Comps

Every letter uses the same curves. They are uniform thickness and, except for the 'l', are uniform width. These are experiments with color options on different color backgrounds. What color I use for the letters will be determined by what is on my cover.

1. Black on white
2. White on black
3. White on 50% gray
4. 50% gray on white
5. Dark blue on white
6. White on dark blue

Any further refinements? Is kerning good?

1.

nebula

2.

nebula

3.

nebula

4.

nebula

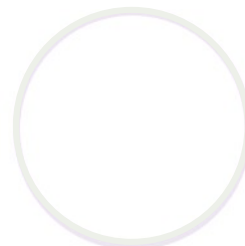
5.

nebula

6.

nebula

Final Logo

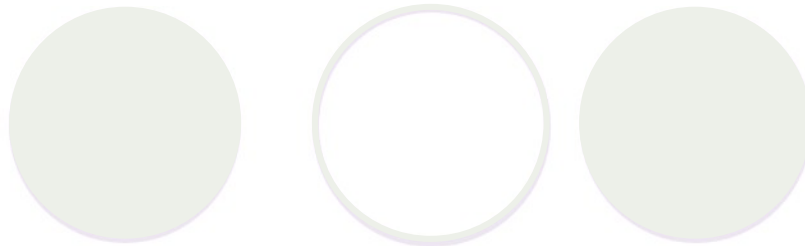


nebula

nebula

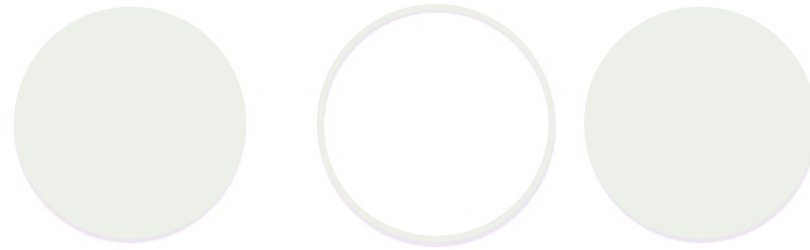
nebula

nebula



Cover

# Cover Concept



My magazine cover will be September 2019. The article featured on the cover will be about Artemis, an upcoming mission to the moon. The other articles mentioned on the cover are also current news topics. I've included four thumbnails with possible layouts. On the bottom right I've included a sample of what the object in the cover image looks like.

To understand what exactly my cover feature is, and what my ideas for the cover images are, please check out NASA's short brief about the Artemis mission: <https://www.nasa.gov/what-is-artemis>

The other cover articles are below. I included links to information about them if you want to learn more.

[Missing Black Holes](#)

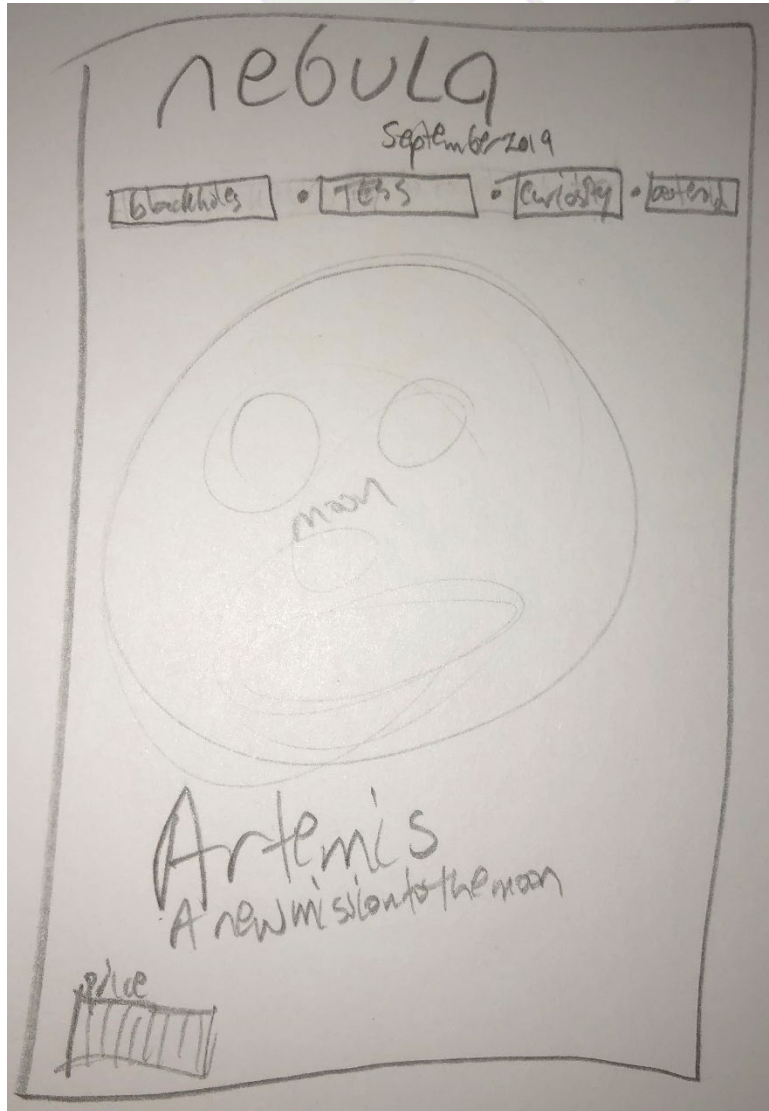
[TESS Exoplanet Hunter](#)

[Curiosity Seven Years Later](#)

[Near-Earth Asteroid](#)

If I don't have enough room on the cover, I may drop one of these.

# Thumbnails

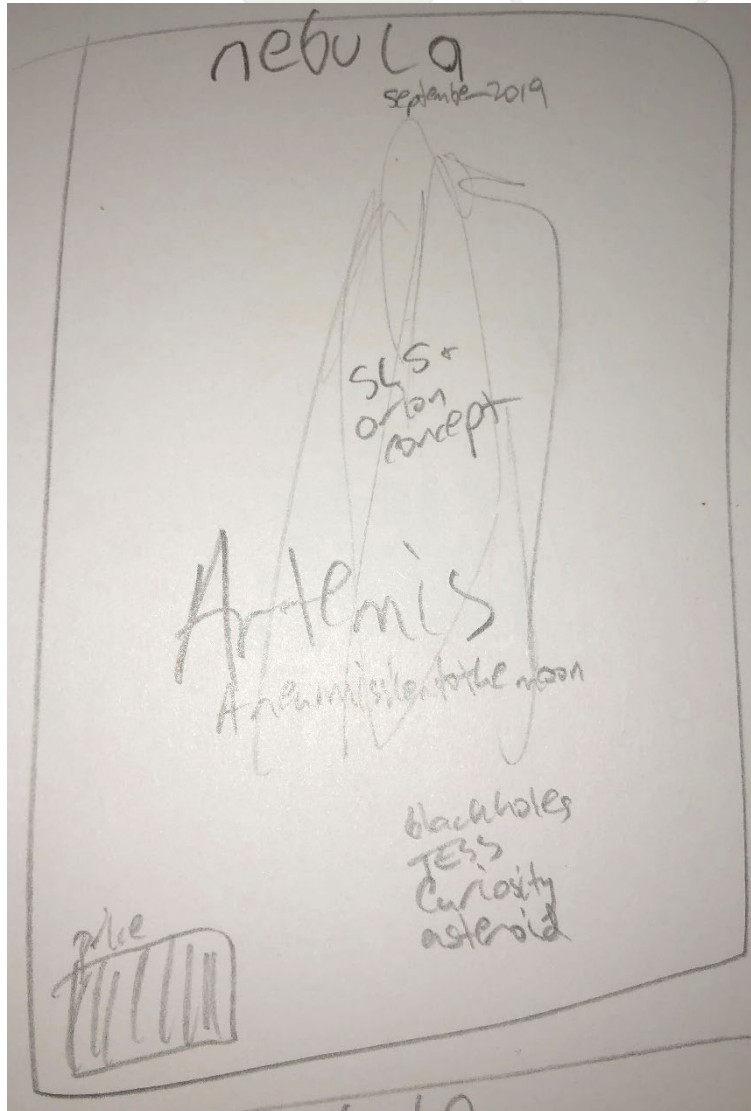


- Concept 1
  - Feature article: Artemis: A New Mission to the Moon
  - Other cover articles:
    - Missing Black Holes
    - TESS Exoplanet Hunter
    - Curiosity Seven Years Later
    - Near-Earth Asteroid
  - Cover image: the moon (sample image, not final image)





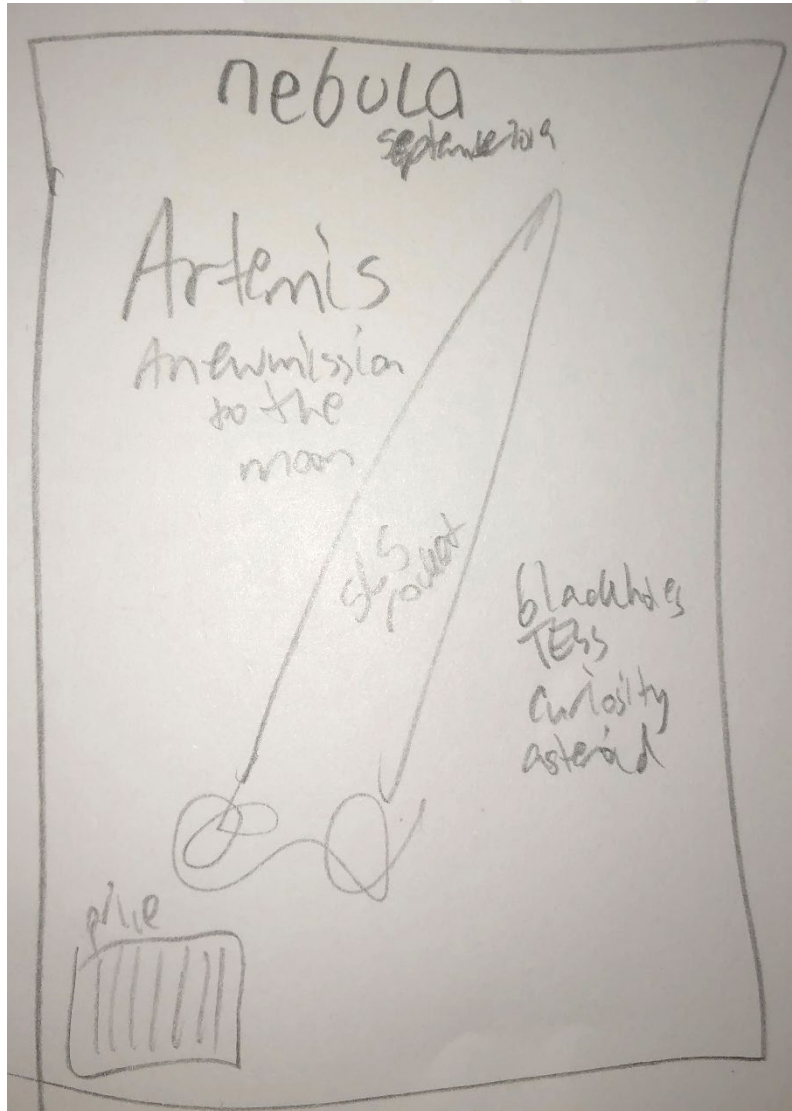
# Thumbnails



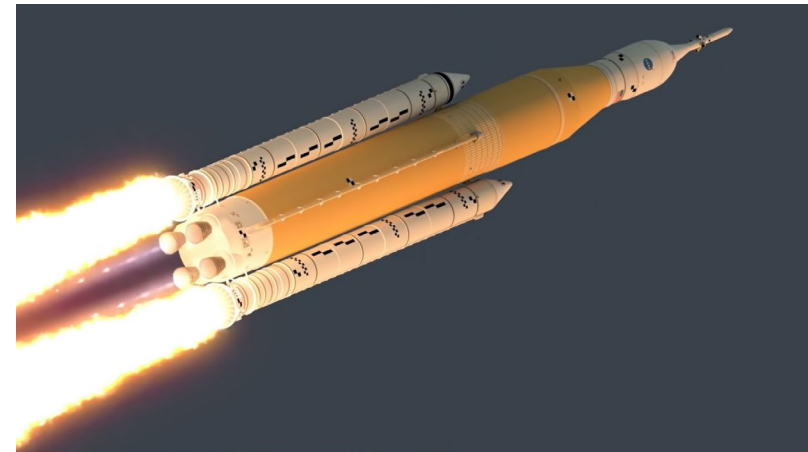
- ◉ Concept 2
  - ◉ Feature article: Artemis: A New Mission to the Moon
  - ◉ Other cover articles:
    - ◉ Missing Black Holes
    - ◉ TESS Exoplanet Hunter
    - ◉ Curiosity Seven Years Later
    - ◉ Near-Earth Asteroid
  - ◉ Cover image: artist's concept of the rocket and capsule that will be used on the mission – Space Launch System (SLS) rocket and Orion capsule (sample image, not final image)



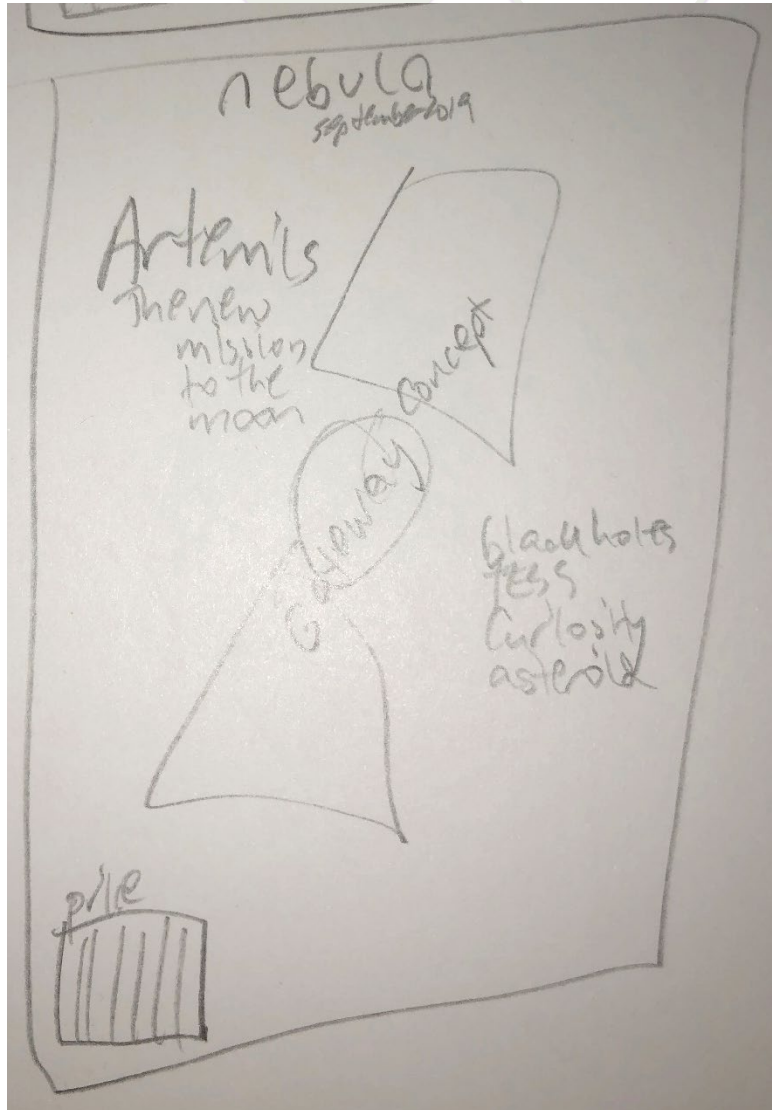
# Thumbnails



- Concept 3
  - Feature article: Artemis: A New Mission to the Moon
  - Other cover articles:
    - Missing Black Holes
    - TESS Exoplanet Hunter
    - Curiosity Seven Years Later
    - Near-Earth Asteroid
  - Cover image: Space Launch System (SLS) rocket launch (sample image, not final image)



# Thumbnails

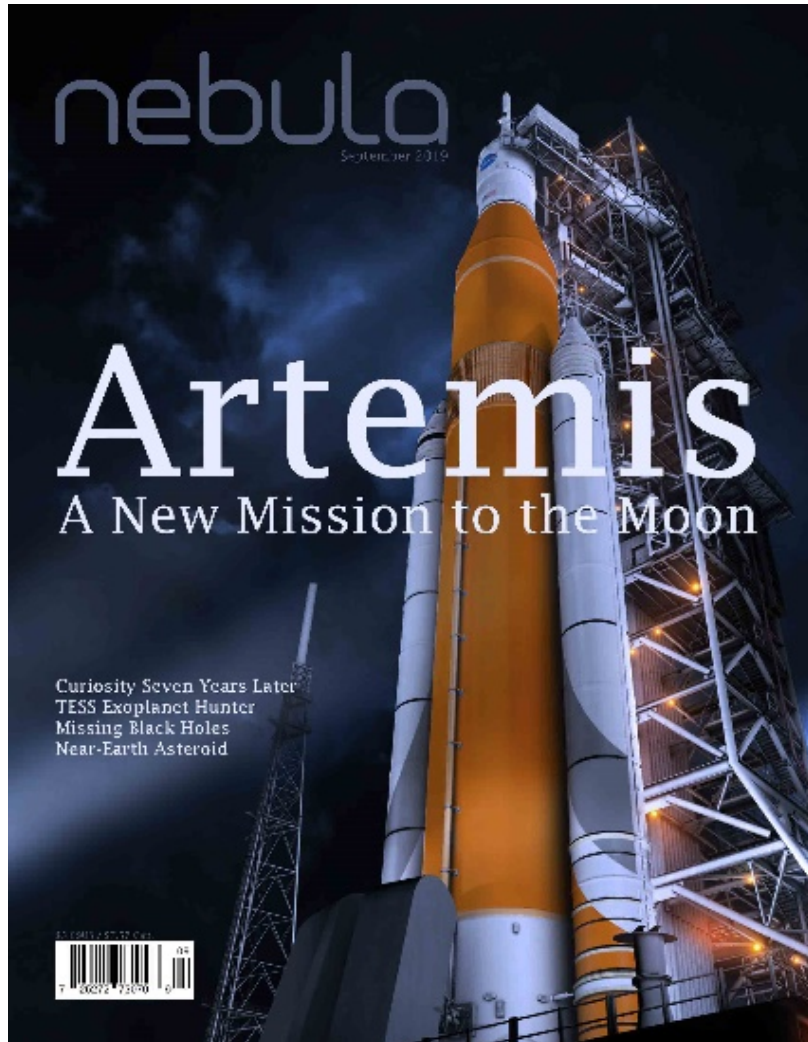


- Concept 4
  - Feature article: Artemis: A New Mission to the Moon
  - Other cover articles:
    - Missing Black Holes
    - TESS Exoplanet Hunter
    - Curiosity Seven Years Later
    - Near-Earth Asteroid
  - Cover image: artist's concept of the Gateway, a spaceship in orbit around the moon that the Orion capsule and future capsules will dock at (sample image, not final image)



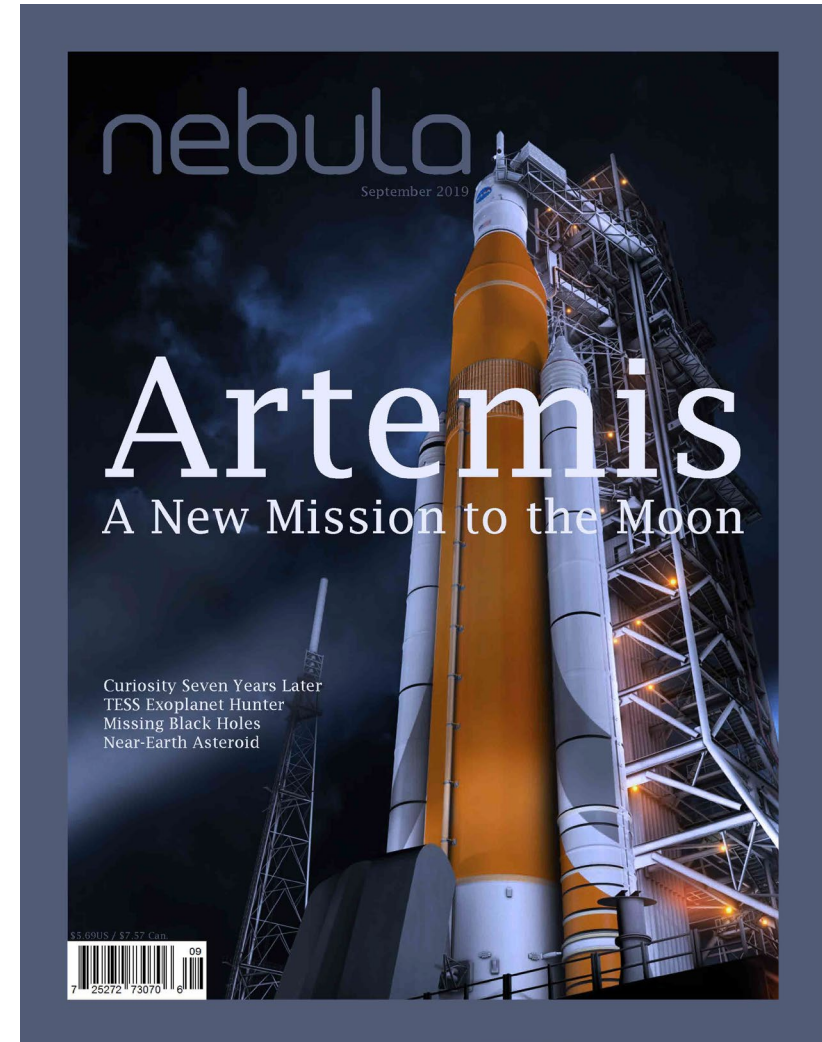


# Comp 1: SLS Rocket and Orion Capsule



Both of these are the same design, but the right has a frame. On the next page are different color ideas for the frame. All text and frame colors are pulled from the image.

This image has been adjusted in Photoshop.

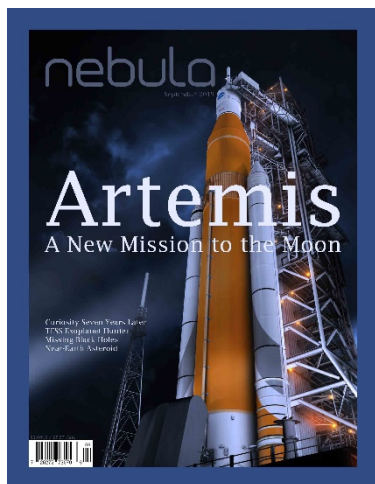


# Color Variations

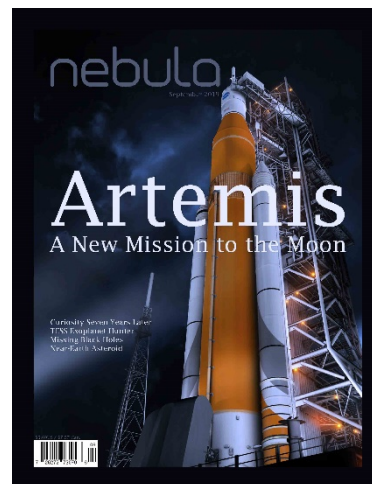
1



2



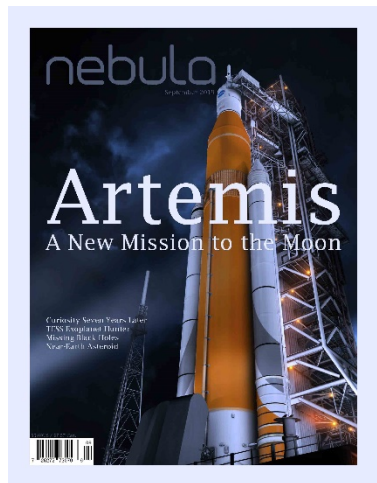
3



4



5



6



7

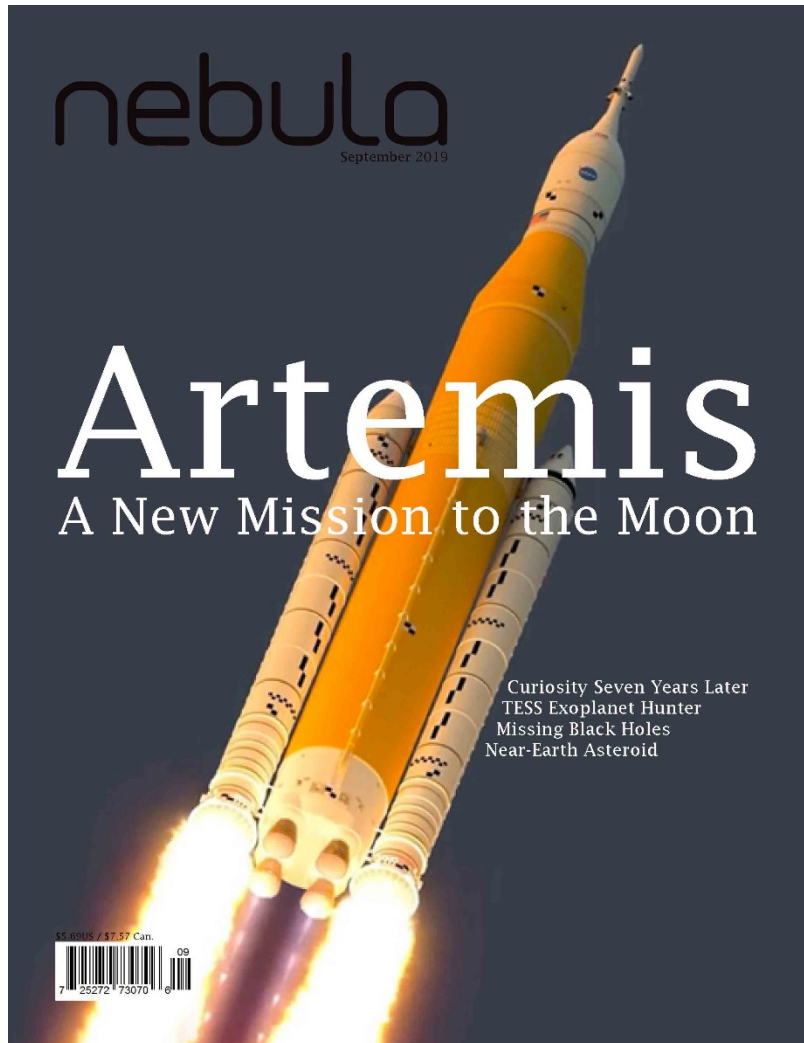


8



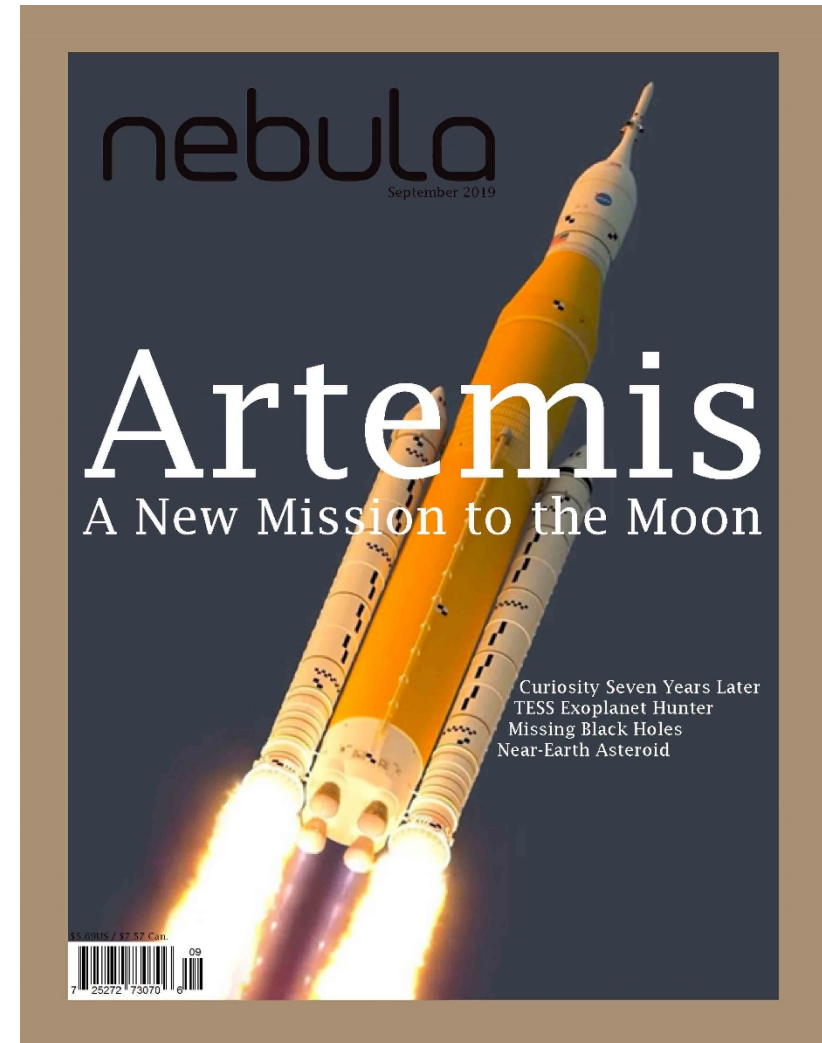


# Comp 2: SLS Rocket Launch



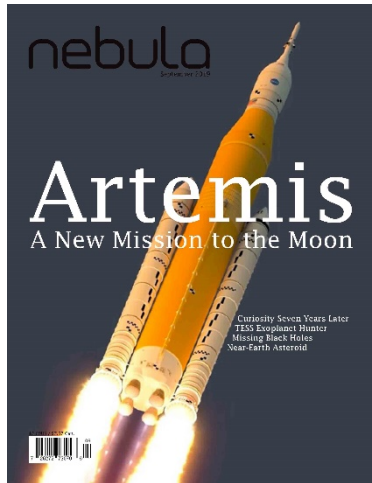
Both of these are the same design, but the right has a frame. On the next page are different color ideas for the frame. All text and frame colors are pulled from the image.

This image has been adjusted in Photoshop.

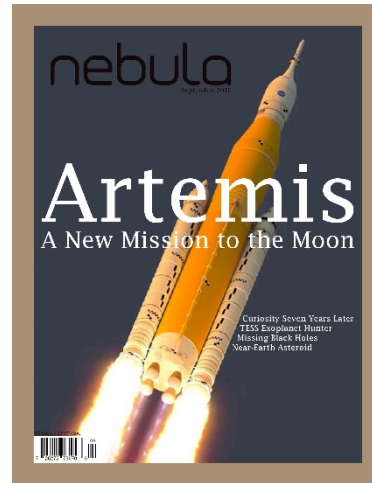


# Color Variations

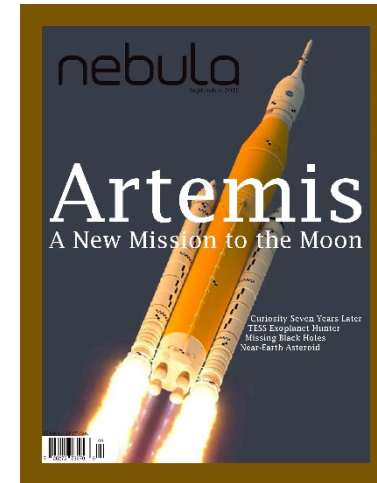
1



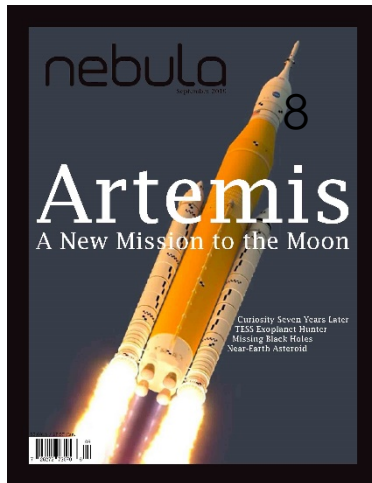
2



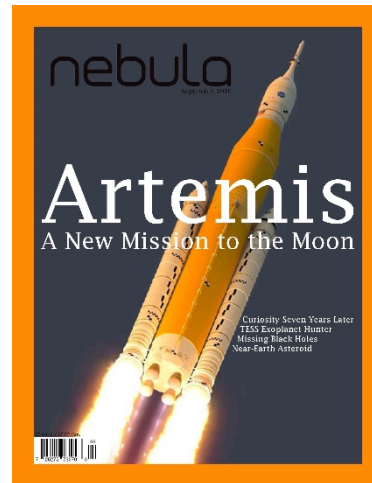
3



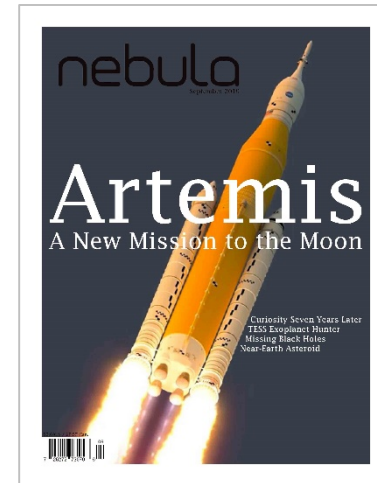
4



5

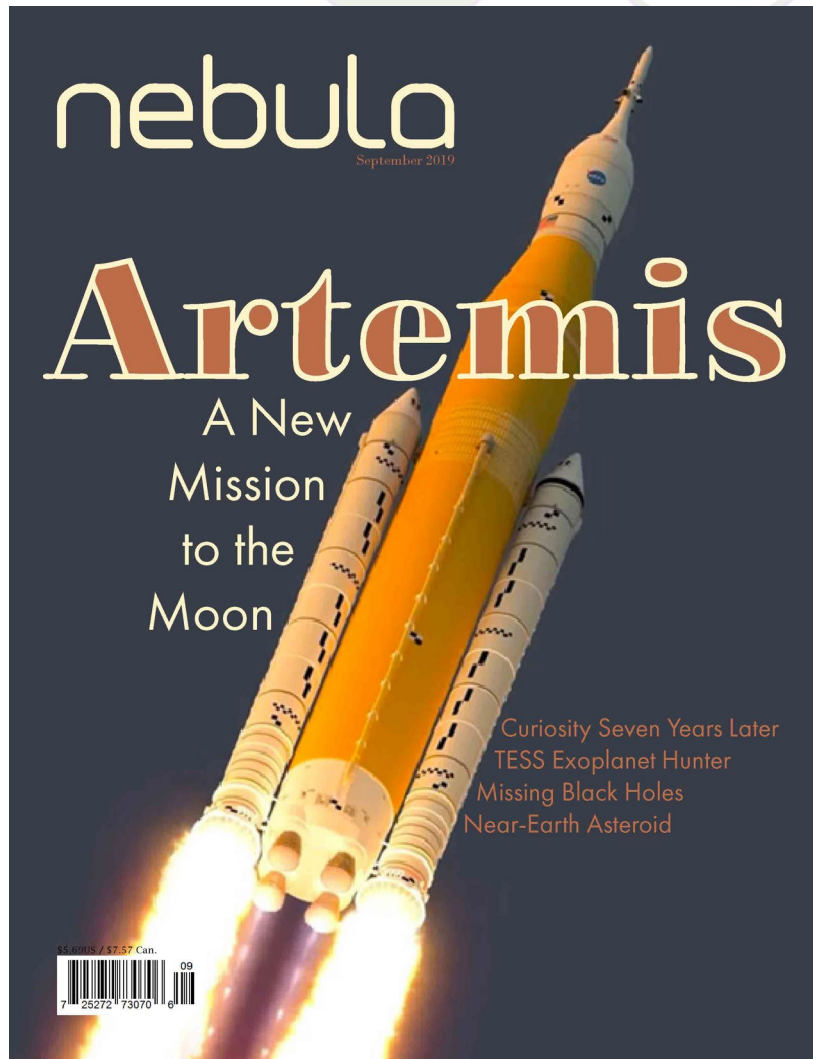


6





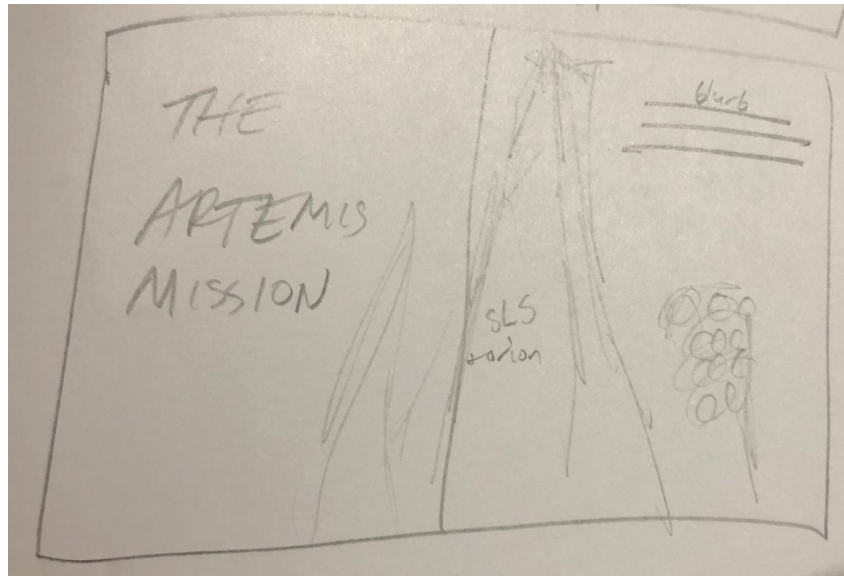
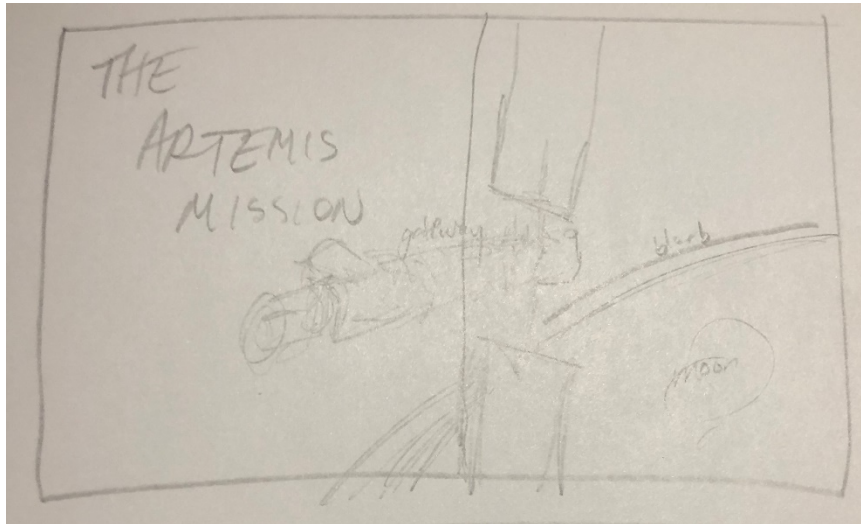
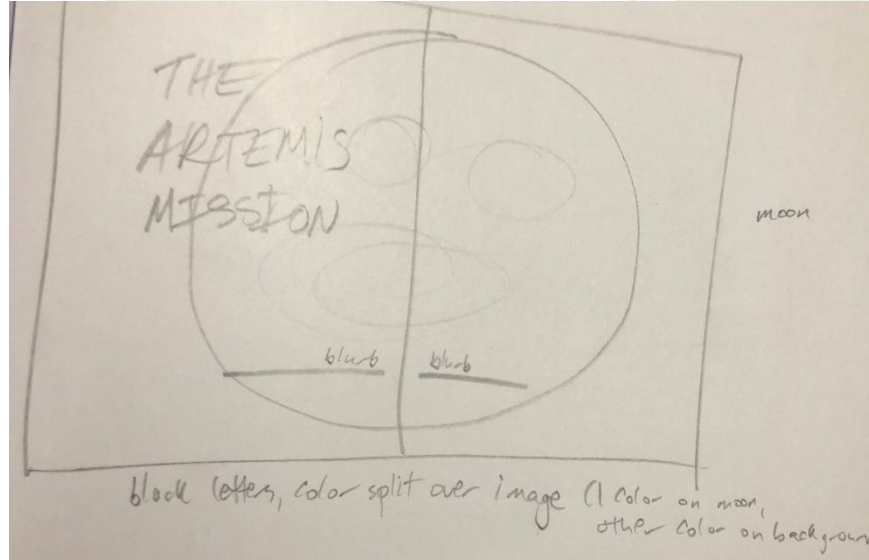
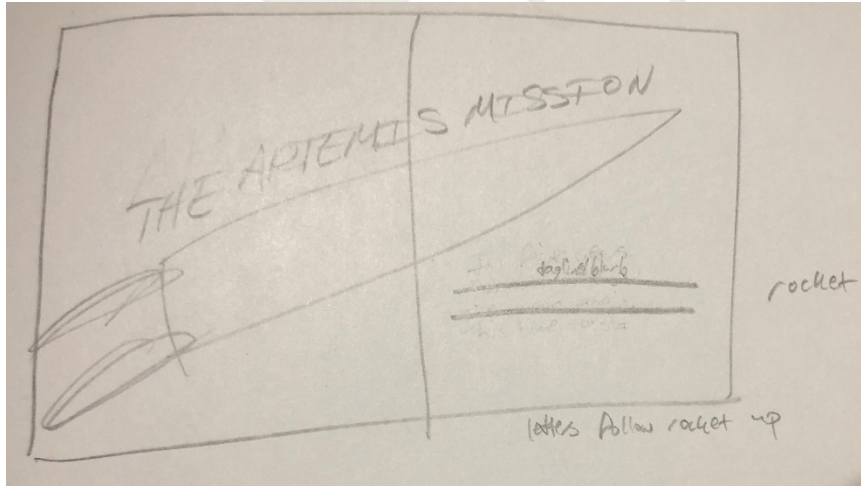
# Final Cover





# Feature Article Spread

# Thumbnails



Top left: the rocket launch. This would pair with cover comp 1.

Top right: the full moon. This could pair with either cover comp.

Bottom left: Probably my favorite. The Gateway in front of the moon, possibly with Earth in background. This could pair with either cover comp.

Bottom right: The SLS and Orion capsule. This would pair with cover comp 2.



# A note about the comps

I started working on comps for all of the thumbnails on the previous page. For the rocket one and the SLS/Orion one, I had trouble figuring out the typography. The Gateway one and the moon one, though, turned out well.

My feature article comps are two-page opening spreads. The article itself would start on the next page.





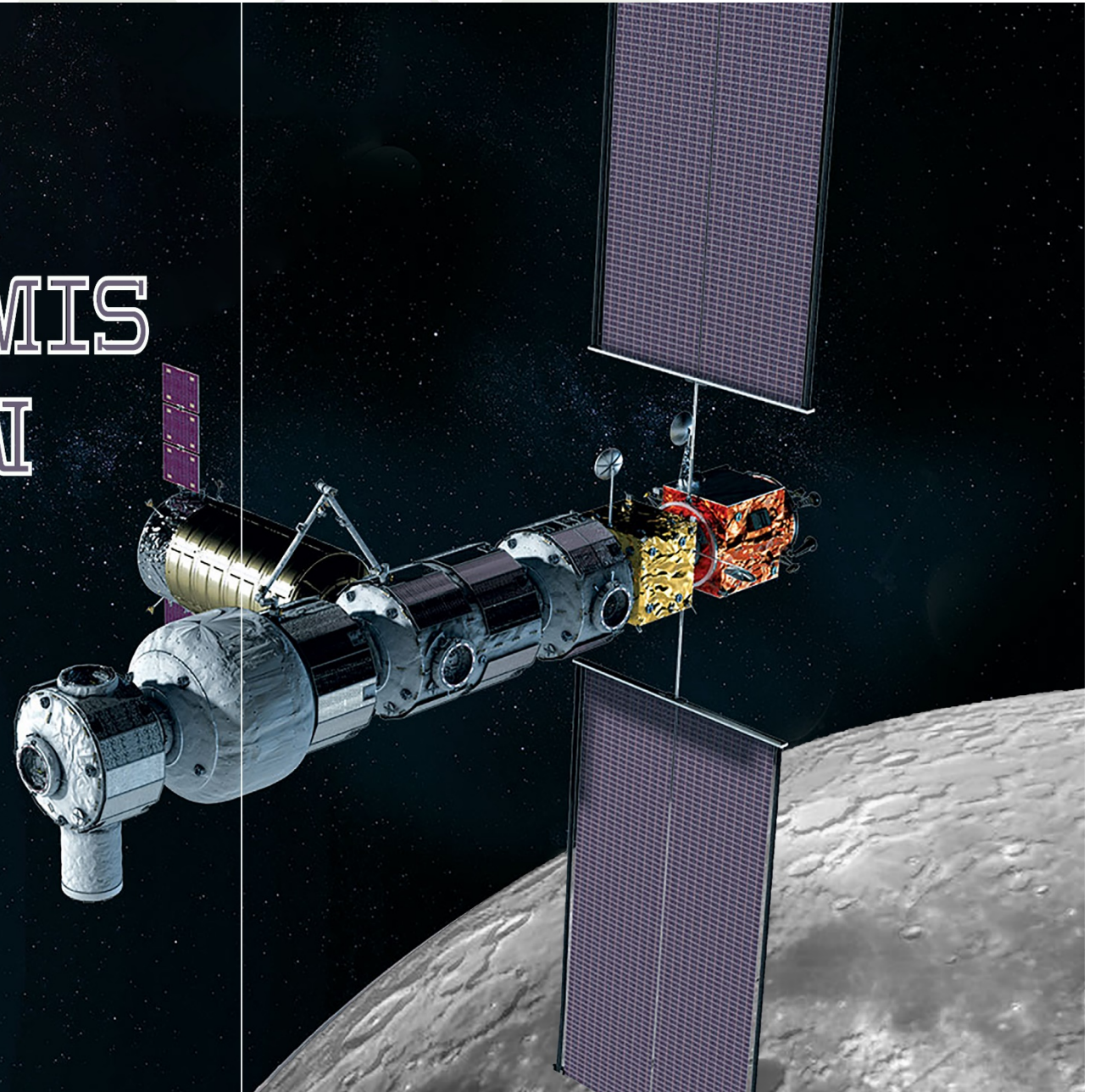
# Comp 1

I constructed this image in Photoshop using images of the Gateway, the moon, and Earth, and did some color adjusting/enhancing.

(The Gateway will be a spaceship orbiting the moon, where the Orion shuttle and future shuttles will dock for Artemis and future missions.)

## THE ARTEMIS MISSION

In five years,  
man will  
once again  
walk on  
the moon.  
This time,  
TO STAY.





## Comp 2

I changed the background of this image and did some color adjusting/enhancing in Photoshop.

It's simple and clean – exactly the kind of design I love – and fits perfectly. After all, the moon was the first “heavenly body” humankind ever saw!

# THE ARTEMIS MISSION



In five years,  
man will once  
again walk on  
the moon. This  
time, to stay.

# Final Feature Opening Spread

