



Process Book

MADISON DOUGLAS

Project: Magazine | Typography 4 | Spring 2025

RESEARCH

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CREATIVE BRIEF

PROJECT DESCRIPTION

Print Magazine

Name title and develop tagline

Photograph, type dominant

Establish photographic elements and usage

Cover story: abstraction, reader

Content: visual identity

Cover variations

Distinct graphic style, section indicator, type/image combination

Spreads to main feature, mostly more text dominant

Define system for finishing articles in back matter

Magazine App

Establish user app

Consider video, multi-state images, and animation.

Analyze current magazines, develop rationale for design,

Design masthead (magazine's visual identity)

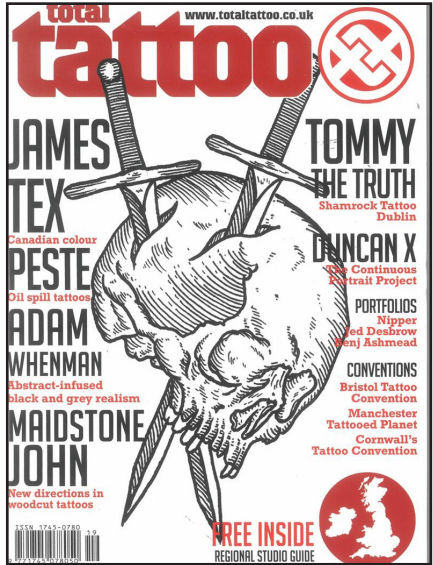
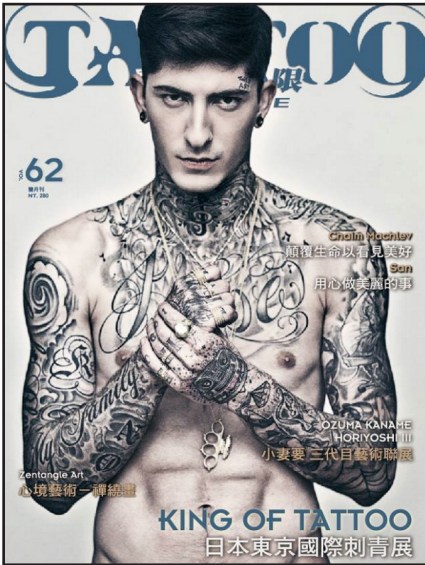
Create new grid system

Design:

- Feature article with introduction spread
- Covers (3 different issues)
- Department page

- Table of contents page
- Spread feature articles in back matter
- Digital page composition in InDesign
- Color output
- Present mock-up
- Develop concept, content, and look and feel of niche digital product
- Follow-up and Continued From

DESIGN RESEARCH



TYPOGRAPHY EXPLORATIONS

Bahnschrift

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Century Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

sloop

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&*

Corbel

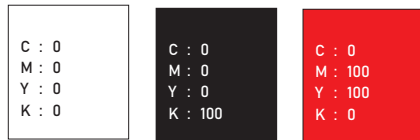
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Reiher Headline

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

COLOR REFERENCE

Palette 1



A red, white, and black color scheme is a great fit for a tattoo magazine because it feels bold, edgy, and high-impact. Black is a classic in tattoo design and gives everything a strong, grounded look. Red brings in energy and attitude, while white keeps things clean and helps the other colors pop. It's a combo that really captures the vibe of tattoo culture: intense, expressive, and unapologetically cool.

Color Image Reference



DESIGN EXPLORATIONS

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FINAL LAYOUTS

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SUBSCRIPTION CARD



The front of the subscription card features a collage of magazine covers in the top left corner. The 'NURY' logo is prominently displayed in the top right, with a red scribble over it. Below the logo, the text '12 ISSUES FOR \$12' is written in red. The central focus is the offer 'JUST AN ISSUE! \$1', where '\$1' is in a large, bold red font. A form on the left side contains fields for 'NAME', 'ADDRESS', 'CITY', 'STATE', 'ZIP', and 'COUNTRY'. The 'ADDRESS' field is split into 'ADDRESS' and 'APT'. At the bottom of the form, there are two checkboxes: 'PAYMENT ENCLOSED' and 'BILL ME LATER'. The bottom of the card shows a partial view of a magazine cover.

NURY

12 ISSUES FOR \$12

JUST AN ISSUE! **\$1**

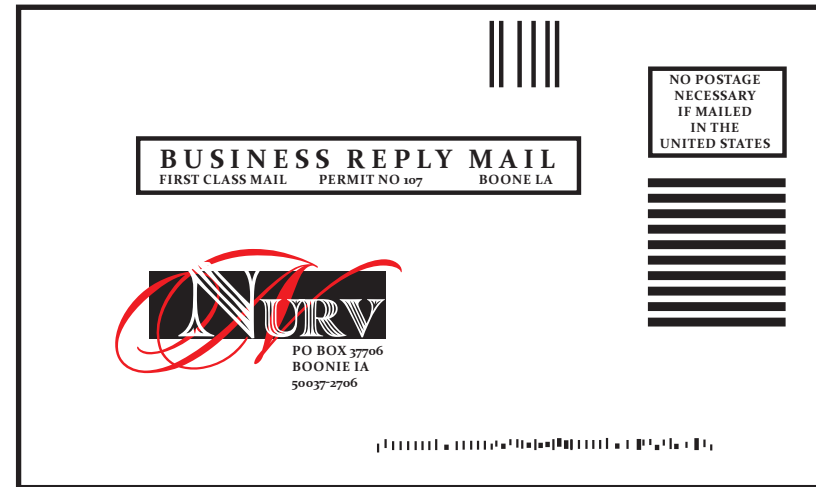
NAME _____

ADDRESS _____ APT _____

CITY _____ STATE _____ ZIP _____

COUNTRY _____

PAYMENT ENCLOSED BILL ME LATER



The back of the subscription card is designed for business reply mail. It features a 'FIM' (Facing Identification Mark) barcode at the top center. To the right, a box contains the text 'NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES'. Below this, there are several thick horizontal bars. The 'BUSINESS REPLY MAIL' label is centered, with 'FIRST CLASS MAIL', 'PERMIT NO 107', and 'BOONE IA' underneath. The 'NURY' logo is placed in the lower left, with a red scribble over it. To the right of the logo, the address 'PO BOX 37706', 'BOONIE IA', and '50037-2706' is printed. At the bottom center, there is a long barcode.

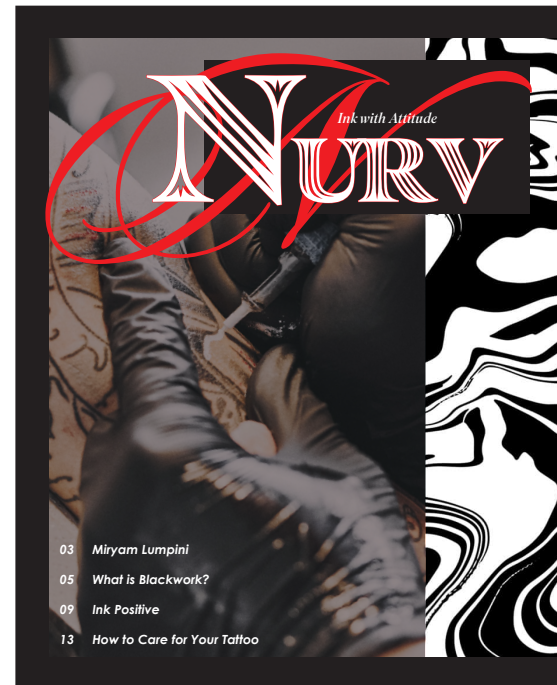
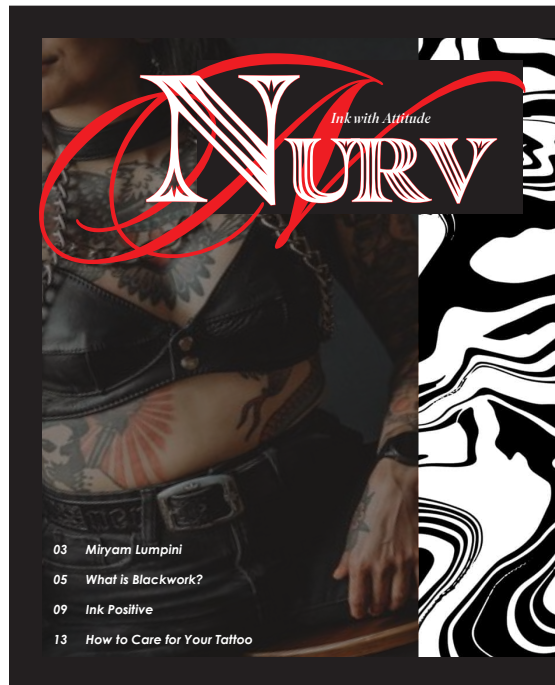
NURY

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO 107 BOONE IA

NURY
PO BOX 37706
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FINAL LAYOUTS





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