



TGJ4M – Test # 2 Review

Magazines, Design and Photoshop

Principles of Design

1. Balance
 - symmetric → centered
 - asymmetric → off centered
2. Contrast
 - fonts, shapes, size, colour, shadows and light
3. Proportion
 - the relationship by size between objects in the design
4. Rythm
 - patterns achieved through the use of lines, forms, colours, and texture
5. Variety
 - variety should be simple, creative
 - too much variety in the image can cause a chaotic look
6. Unity
 - unity considers the relationships of all the images used
 - each graphic and text element needs to work together toward the whole
7. Continuance
 - continuance is the idea that once you begin looking in one direction, you will continue to do so until something more significant catches your attention
 - perspective, or the use of dominant directional lines, tends to successfully direct the viewers eye in a given direction

Magazine Terminology

1. Editorial Design
 - editorial design is a branch of graphic design which is specialized in the layout and composition of the different applications such as books, magazines or newspapers
2. Masthead
 - a publishing term also called a nameplate – Master Heading e.g. Rolling Stone
3. Cover Lines
 - catch phrases are used to highlight articles discussed in that particular issue
4. UPC (Universal Product Code)
 - a UPC is a barcode used to assign item numbers to products
5. Caption
 - a short description that appears below the image

6. Pull Quotes / Call Outs

- text in the article that has been pulled out and emphasized

7. Department Head

- within a magazine there are several departments such as Fashion, Beauty, Arts, and Features
- departmental heads are usually clearly visible at top or at the start of an article

8. Article Title

- is an appropriate heading given to an article

9. By-Line

- the name of the author who has written the article

10. Drop Cap/Initial Cap

- a Visual Device, found at the beginning of the article
- it usually is the first letter of the first word in an article that signals the reader where the text begins

11. Lead In

- it is the beginning of a story, it is text formatted for emphasis

12. Deck

- sits between the headline and text at times it may be above the headline
- it is additional copy to position the article

13. Body Copy

- it is the article itself usually written in a serif font to allow the eye to read lengthy articles with ease

14. Folio

- a folio refers to the page number within a magazine or a book

15. Running Foote

- it is featured at the bottom usually
- it is often beside the folio outlining the name of the magazine and the issue. E.g. April 28, 2008

16. Artist's Name/Illustration Credit or reference

- the artist or photographer's name must be cited when other photos and art such as illustration is used in a magazine

Photography

1. Composition
 - the way elements in a photograph are arranged
2. The Rule of Thirds
 - imagine that the picture is divided into 9 equal squares as you compose your photos
 - place the subject on an intersection or one of the lines
3. High Camera Angle
 - makes the subject appear smaller, less important, weaker or more casual
4. Low Camera Angle
 - makes the subject appear larger, more powerful and in control
5. Leading Lines
 - direct the viewers eye into the picture
6. Facing Room
 - facing room is the room the subject needs to look into, speak into and move into
 - correct facing room will make the subject appear more comfortable
7. Head Room
 - avoid too much room above the subject's head
8. Depth of Field
 - affects how deep or shallow the range of focus appears
 - Shallow Depth Of Field - creates a simple background, allowing the viewer to focus on the subject
 - Long Depth of Field - objects in both the foreground and distance are in focus
9. Shutter Speed
 - shutter Speed can be adjusted to determine whether the camera will take the photo extremely fast or very slow
 - a fast Shutter Speed will freeze action
 - a slow shutter speed will make moving objects appear blurred
10. Merger
 - is when the background interferes with the subject
 - Border Merger - avoid cutting people off at a joint

Also Know ...

- Photoshop basics
 - layers – how they work and how to manipulate them
 - the clone tool
 - how to insert photos
 - how to create text