

Publish! magazine Page Makeover

1989: Working at AM+A, I designed and wrote the copy for this Page Makeover article in the January, 1990, issue of *Publish!* magazine.



PAGE MAKEOVER

Young audience for Newsweek test requires special design considerations

by Grant Letz

The *Newsweek* education program prepares materials such as this social studies test for high-school teachers to use in conjunction with classroom subscriptions to the magazine. The idea of a test is never welcome to most students, and the original design made the test page appear dull and even more intimidating. The page is visually gray, with no clear hierarchy of information—nothing suggests "Start here," much less "This could be fun."

The key to the redesign is the imposition of a clear visual structure and a strict page organization, in addition to a lively design that should help attract the attention of a high-school audience.

DESIGNER'S TOOLBOX
Hardware: Macintosh Ix, Apple Computer, Inc., (408) 995-1010. **Circle 360** on reader service card. **Software:** Adobe Illustrator 88, Adobe Systems, Inc., (800) 344-8335, (415) 961-4400. **Circle 361** Aldus PageMaker, Aldus Corp., (206) 622-5500. **Circle 362** Fonts: Adobe Helvetica Condensed, Univers, and Univers Condensed font families, Adobe Systems, Inc. **Circle 363**

BEFORE

AFTER

The new masthead simplifies the partly centered, partly flush-right, and partly flush-left arrangement of the original tests. The large, bold "4" that identifies the test is easier to find than the original's "Spring 1988."

A wider left margin on the redesign leaves ample room for hole-punching and binding.

A gray screen connects a *Newsweek* poll to the questions based on it. The original design didn't indicate that some questions went with the poll while others had nothing to do with it.

Placing the student's name top left makes it easier for the teacher to find a specific student's test in a pile of papers.

All color elements, which don't change, can be printed in advance at a low one-time cost. Then each issue's material can be overprinted in black. The bold, colorful design will help keep the interest of the young MTV-influenced audience.

The makeover deliberately uses contrasting typefaces to distinguish the test from material reprinted from *Newsweek*. The new typography is also simpler than the original's use of all caps, boldface, and italics.

Does your publication need a facelift? Send it to us, we'll select one a month from those we receive and dress it for success. Send samples to Page Makeover, *Publish!*, 501 Second St., San Francisco, CA 94107.

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