

Magazine Spread Project Report

Part 1: Draft

Part 1 of this Project Report will be turned in with the draft of your project. Part 2 will be completed and turned in with the final project.

Audience

Before you start a design project, you will want to determine who your audience is. This is the group of people that will be interested in your design and message. This can include age, gender, location, interests, etc. It is good to have a specific audience since this will help you make design decisions like color, images, message, etc. DO NOT say you are targeting everyone.

My audience is going to be all members of the Church of Jesus Christ of Latter-Day Saints. It is all about temple covenants, but I want it to be read by both temple recommend holders and those who don't actively hold one. I want this variety because I think there are specific messages for both groups.

Message

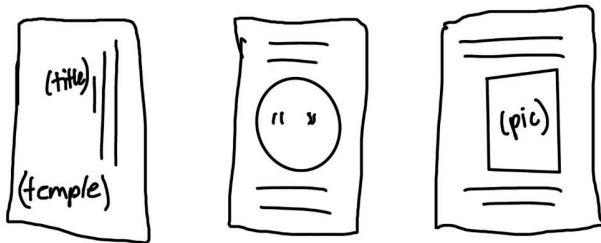
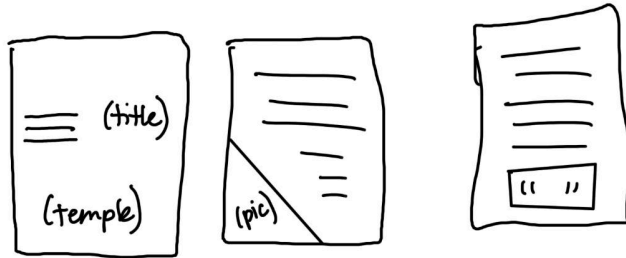
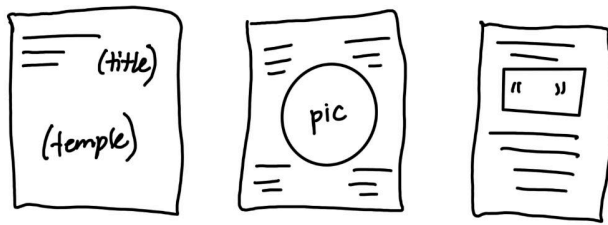
After determining your audience, you will want to solidify your message. What is the one thing you want to communicate to your audience through your design?

I want to communicate to my audience that we can find peace in the temple and our temple covenants will improve our lives and grow our testimonies.

Sketches

NOTE: You will not be sharing your sketches for the critique.

All layouts and designs required for the final project should be planned before you start working on the draft. To do this you will need to sketch out at least *3 variations x 3 required pages = at least 9 sketches*. You can take a picture of the sketches or scan them and then add them to this document. The images should be high enough quality to see the individual sketches.



Start Project Draft

After you have finished sketching you will implement your sketch(es) using Adobe InDesign. A **PDF version of your finished draft will be turned in with this document.** You do not need to insert your draft here, but instead, this is to let you know that you need to complete your draft as part of this assignment.

[Nothing needs to be added here]

Typography

It is important to understand what type of typefaces you are using in your draft. You will list out the typeface name and category (San-serif, Modern, Slab, Oldstyle, Decorative, or Script) of each typeface used in your draft. If the project doesn't require typography, like an icon set, you can delete or leave this section blank.

Do not use these fonts: Myriad Pro, Papyrus, Comic Sans, Zapfino, Scriptina, or Curlz.

Typeface #1 Name: Fakhwang

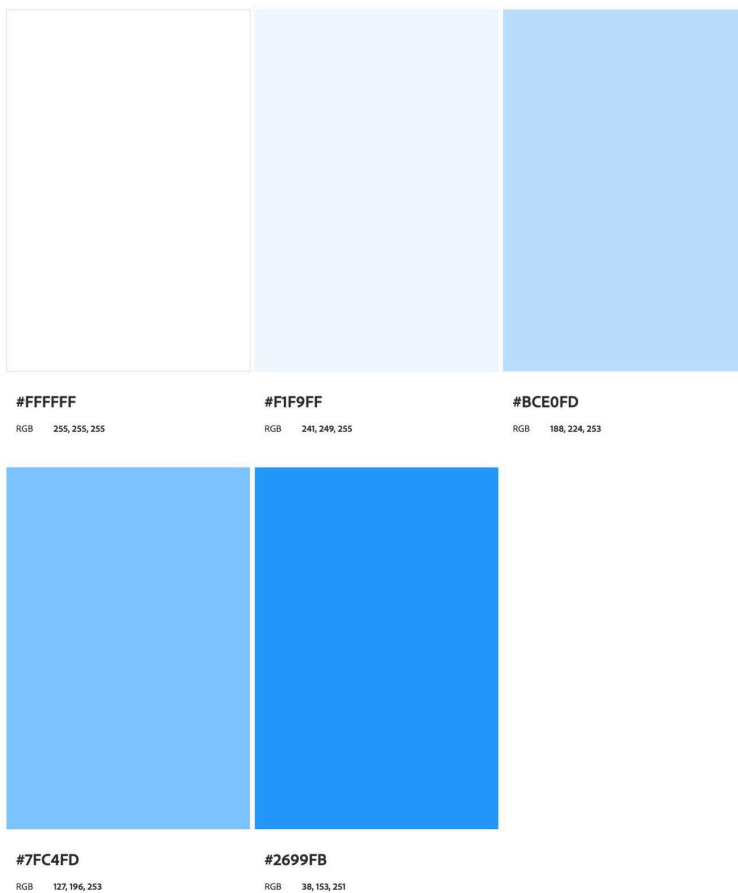
Typeface #1 Category: Sans Serif

Typeface #2 Name: Bodoni 72 Smallcaps

Typeface #2 Category: Serif

Color Scheme

Choose a color scheme that fits your audience and intended message. You can create your own color scheme or use a color scheme generator (Here are some resources: [Kuler](#), [Paletton](#), [Color Schemer](#), [Colour Lovers](#), [Coolors](#)). Take a screenshot and display your chosen color scheme in this document. Give a brief color strategy that explains how and where you will be using the different colors in your project.



I wanted a monochromatic color scheme that incorporates white from the temple and blue like the sky in my cover photo.

Draft Attribution

Insert imagery assets (images, photographs, graphics, etc.) attribution here. Insert an image of each asset used in your project into this document below. Provide a link to a page that showcases the original asset and license type. (See project requirements to determine which type of imagery assets you can use for this project.):

Borrowed/Purchased Assets Photography: Where permitted by the project, you can borrow or purchase imagery assets. If borrowed, you will need to make sure that the asset is labeled for reuse (CC0, Creative Commons, etc), and you will need to give proper attribution. Meaning, provide a link to the image. The link cannot be a google image search result page. Purchased assets will still need to be given attribution in this document. Both types will need a link to the original download page that showcases the used asset and the license type.

Link to the Article

What is the web address to the article used:

<https://www.churchofjesuschrist.org/study/general-conference/2024/04/18eyring?lang=eng>

Creations by others

[Insert an image of each imagery asset used (images, photographs, graphics, etc.) created by someone else. Include a link to the original download page of each asset (that showcases the asset and license type) if required by the instructions above. If you used more than three visuals, copy and paste as many subsections as needed.]

Important information: Depending on your professor/project, you may or may not be allowed to use visuals from other creators. If you are unsure, check with the instructions and then your professor.

Visual

Image:

Image link:

License type:

Visual

Image:

Image link:

License type:

Visual

Image:

Image link:

License type:

Photos by you

[In the following section, include any images you created and used for this project. Be sure to include the date you took the image. If you took more than three images, copy and paste as many subsections as needed.]

Photo



Image:

Date taken: 5/31/25

Photo



Image:

Date taken: 5/30/25

Photo

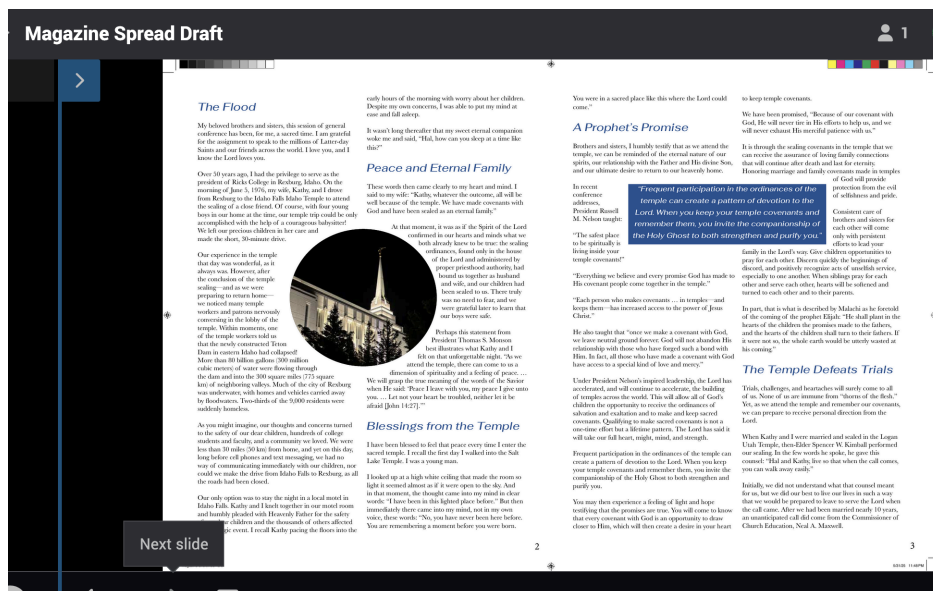
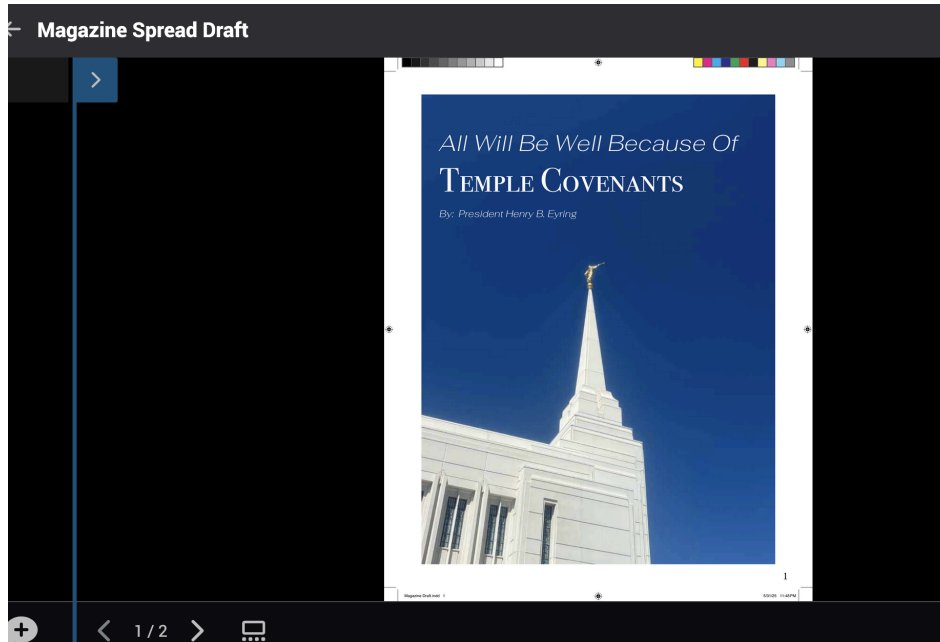
Image:

Date taken:

Critique Initial Post

NOTE: You will not be sharing your sketches for the critique.

You will be creating a design draft using the outlined program, which meets all the minimum requirements for the project. After completing the design draft, you will be submitting it to the class critique thread in VoiceThread. Once you have posted your draft you will take a screenshot of it on the critique thread and include it below.



Part 1 Submission.

Save this document with Part 1 completed as a PDF (File -> Save As -> File Format: PDF)

Submit the PDF in I-Learn.

When submitting this document in I-Learn you will also be submitting a PDF version of your design draft.

Part 2: Final Reflection

Completed Part 1 and Part 2 will be turned in with the final project. Part 2 can be left blank when turning in Part 1 for the draft.

Final Attribution

Proper attribution is very important in this class and in the workforce. If assets have changed from the original draft, you will need to give attribution again here for the final reflection. Insert imagery assets (images, photographs, graphics, etc.) attribution below. Provide a link to a page that showcases the original asset image and license type. (See project requirements to determine which type of imagery assets you can use for this project.):

- **No Imagery Assets:** Some projects will not allow the use of images or other assets. Leave this section blank if this is the case. Reach out to your instructor if you are unsure.
- **Personally Created Assets:** No link is necessary, but an image of the asset should still be included. These images should be clearly labeled that they were created or taken by you.
- **Borrowed/Purchased Assets Photography:** Where permitted by the project, you can borrow or purchase imagery assets. If borrowed, you will need to make sure that the asset it is labeled for reuse (CC0, Creative Commons, etc), and you will need to give proper attribution. Purchased assets will still need to be given attribution in this document. Both types will need a link to the original download page that showcases the used asset and the license type.

[If assets HAVE NOT changed from those listed for the draft (Part 1 of this document), you may simply state this here. If assets have changed, insert an image of each imagery asset used (images, photographs, graphics, etc.). Also, insert a link to the original download page of each asset (that showcases the asset and license type) if required in the instructions above.]

Target Audience Appeal

Include an explanation of how/why this design appeals to your target audience you outlined in Part 1 of this document.

This design appeals to my audience because not only does the article itself discuss the importance of the temple, but the pictures show how peaceful it is to go there. I think it is both encouraging and a good reminder to go partake in ordinances.

Main Design Decisions

Include an explanation of some of the main decisions you made when creating your design.

For the first page, I wanted to make the temple the main focus which is why it is that picture in its entirety. The blue sky made a perfect background to put the title in two fonts and include the

author too. On the next page I continued with the blue color in my headings for each paragraph. I also used another picture of the temple but this time at night to show that the temple is always there to give us a place to go find peace day or night. It also shows that Heavenly Father is there for us anytime too. I also included one of my favorite quotes from the talk in hopes that it would encourage others as it did me.

Design Analysis

Include an explanation of how you used principles of design, color, typography, and photography to enhance your design.

I focused on the colors blue and white for my color scheme. I used two different fonts that contrasted a lot to incorporate the aspects of typography. I also used aspects of photography as I positioned the temple a very strategic way in my photo.

Part 2 Submission . .

Save this completed document as a PDF (File -> Save As - > File Format: PDF)
Submit the PDF in I-Learn

When submitting this document in I-Learn you will also be submitting a PDF version of your final design.