

# Process Book for Assignment 1B

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For this assignment I have decided to do a skate culture magazine. This magazine will not be limited to skateboarding itself, but instead will include all aspects (music, clothing, celebrities, gear etc). The target audience will be primarily male skaters between 20-25 years of age. With this audience in mind I will begin developing a style for this magazine.

## Research and Planning

I began looking into the colour palette of skateboarding environments. The pictures below captured this well, containing primarily greyscale with hints of low key colour. The culture that surrounds skateboarding also involves a lot of raw, gritty surfaces and damaging clothing or body. When considering the accent colour for this palette (as it was too monochromatic at this stage) I found that red will help to add another dimension to the palette while keeping true to the target audience, I will see how this goes when I have started putting together a mock up.



[http://img.archiexpo.com/images\\_ae/photo-g/63496-4778835.jpg](http://img.archiexpo.com/images_ae/photo-g/63496-4778835.jpg)



[http://img.archiexpo.com/images\\_ae/photo-g/63496-4757615.jpg](http://img.archiexpo.com/images_ae/photo-g/63496-4757615.jpg)

I had a look through several skating magazines (Thrasher, HypeBeast, Complex) and found that the content included Style buy guides, Interviews, Reports and user submitted media. I will run similar content in my magazine, but as this is issue 00 I will only have the style buy guide and interview on display.

Below are some examples of style buy guides I found while researching. The key components I will share with these are full page portraits and short text blurbs about the apparel.



Continuing with my research I started to look up inspiration for the style of illustrations I would want to be featured on the front page (which in turn would set the theme of all graphics throughout the magazine). I procured the images below, these helped me to decide on using flat illustrations as they were impactful but still had aggressive shape to them.



Adult Swim Singles 2016 Album <http://i.imgur.com/mCAY5ms.jpg> <http://puu.sh/uVsZq/984ec3efbb.jpeg>

I will need a large selection of images for this magazine as it involves a pics of the month section, a style guide and an interview. I will spend a lot of time finding images that suit the magazine well. As the Pics of the Month section is user submitted I did not edit the images to match the magazines palette. However, I did alter the images below to match the theme.



This image had perfect attire and depth. I darkened the background so that it matched the magazine's tone and brought the model forward. I changed the hue to match the colour palette more closely.



I selected this image for the same reason as the other. I applied the same steps of darkening the background and changing the hue. Also desaturating the ground slightly.



I chose this image as it related to the retiring skater interview. I changed the blue accent to red and darkened the whole image so that it fell into the colour palette.



These worn skate shoes also portrayed the same story as the broken skateboard. I changed the yellow on the laces to red and dropped the lighting down.

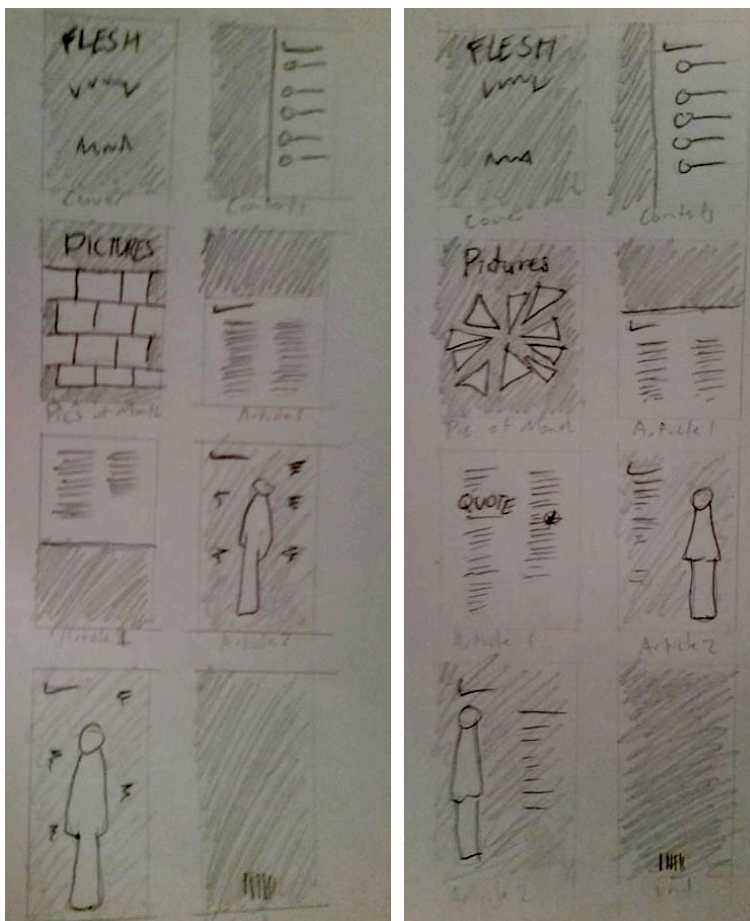
The last piece of content that I need to gather is one or two fonts. I plan on using two fonts so that the headings will stand out more, however they will need to interact well. After looking through google fonts I found a handful of fonts that suited the graphical style and purpose I needed them for.

I found that the font 'Titillium Web' works the best as my header font. This was because it has sharp angles and is sans-serif, this matches the aggressive tone of the magazine. The shape helps it to stand out but isn't so expressive that it draws too much attention from the magazine's content. Another helpful positive is that it has a large family.

The font I decided on using for the bulk of writing in the magazine is 'Roboto'. This is because it is a simple sans-serif font that is easy to read in a large quantity. The colour of the text is also darker than the other fonts I looked into, this will help to balance the written articles with the image heavy layout of the style buy guide. Like the Titillium Web, this font has a large family.

Both of the fonts interact with each other well as they do not feel detached when looking at them, while still remaining distinct from one another. They are also sans-serif which helps to mould the urban and modern style of the magazine.

After the research I began to put together a sketch of how I would want everything laid out. The sketches are shown below. I decided to use the left sketch as the magazine as a whole was more consistent with square shapes and center alignment/splits. I will keep the second sketches ideas in mind while working on my mockup.



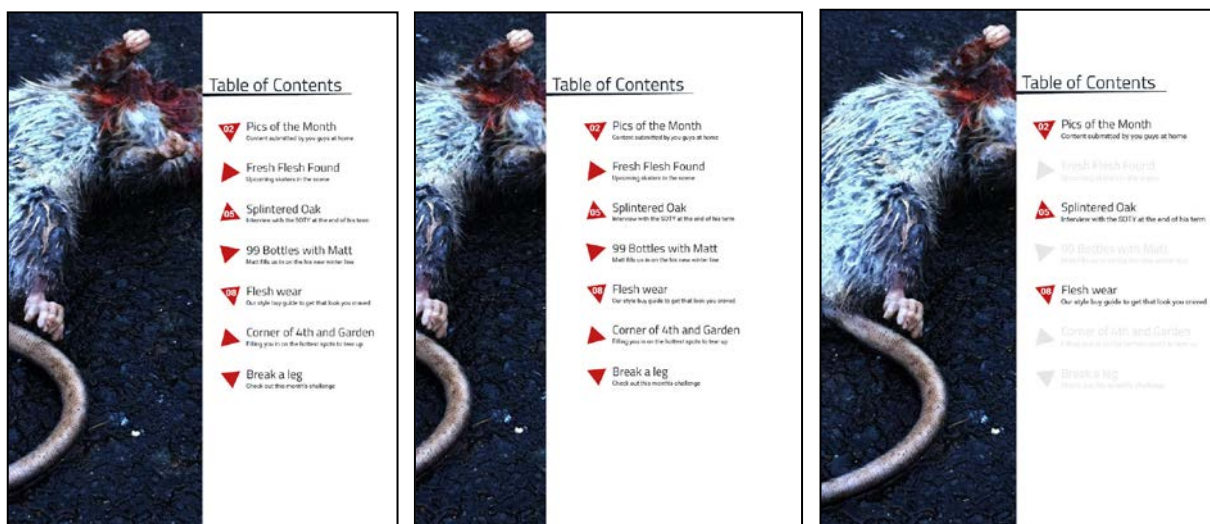
## Development

Now with a completed mockup of my chosen sketch I have decided that the name 'Flesh' will suit the magazine as it is a harsh word that implies either injury or hunting. The injury ties in with skateboarding and the roughness of the sport, whereas the hunting helps to enforce the aggressive style I want to create. Flesh is also a piece of your body which can relate to clothing. July is my given month for the magazine, as July is in the winter time the clothing will be winter themed and also the title of this issue will be Winter's Bite. This is because it relates to the aggressive theme while still hinting at winter time.

I will begin to change pieces and develop certain areas. First of which is the cover, I want to see if a more detailed illustration will look better as a cover page. Below is the illustration I have made, I feel that it is unnecessary to add this much detail as the teeth and bite is the focus of this Winter's Bite edition. After changing back, I have added an extra detail of white to stop the cover from being overly simplistic.



While creating the contents page I tested out how it looked when split at the third mark (even though this went against my middle splitting theme). Below are the layouts I made, first being the original, the second is the new layout. I changed back to the original layout as I wanted the photograph to be just as important as the contents.



For the Pics of the Month page I changed the layout to a square filled with different sized images. This is because the Pics of the Month page is user submissions, which may not fit the exact formula of a brick pattern layout. Below on the left is the first layout, I found this layout too formal so I tried jutting the upper left and lower right images out to make the page more interesting. This layout would also allow for even greater difference in sizes and ease of recreating a similar shaped layout in future issues of this magazine.



When working on the Style Buy Guide pages I found that adding a graphic element to the paragraphs helped link them to the clothing articles and also help anchor them in place.

After the group critic session I returned to change and try out the suggested changes. First I resized all of the paragraph text up as they were all too small, then to help the titles stand out more I gave them more padding and breathing space. After these font size changes I began to realign everything to the grid and alter leading so that the columns lined up. On the Style Buy Guide pages I moved the clothing blurbs around so they weren't floating away from the model. Finally I added the same 'FLESH' logo onto the back cover just above the barcode so that it ended strongly with all colours from the colour palette still present.