Unit 3: Week 1: Projections[1]
Project Proposal

Line of enquiry
Problem

- Digital magazine design is rubbish

- Lack of craftmanship, nuance, aura, art

- Digital design is not designed by editorial designers

- Magazines do everything seven times:
  a print magazine, a digital magazine, apple news,
  a website, an app, a podcast and socials

- On less staff and smaller budgets

- Publishing houses are becoming global homogenous content producers

- Editorial print designers hate digital

- Editorial print designers love print

- Conflict and friction between print and digital editorial teams

- Magazines are captialist vehicles that create profit by selling advertising explicitly and implicitly

- Editorial design is inherently patriarchal, capitalist and perpetuates terrible and harmful female representations

- I honestly think magazine staff love and create magazines with 'good' intentions, although I fear 'good' is inherent capitalist and patriarchal practices, structures and systems they are inherently implicit and possibly not aware of (as I wasn't)

- Can digital magazine design, that doesn't have an industry standard yet, challenge the inherent capitalist and patriarchal structures of print magazine design?

Line of enquiry

Print > Digital

Print < Digital

Print <> Digital

Aims

Create a digital and/or print publication, that utilises
print editorial design values and practices, with digitals
capabilities within the current technological and
publishing climate.

How / Objectives / Iterative process

Print > Digital

Explore print to digital magazine design

Map current landscape of process and design through iteration and exploration of physical and digital

Print < Digital

If digital is the dominant channel, why aren't magazines designed in digital, is it possible to create a print counterpart from digital original?

Can the positive values of print be interwoven into digital to create valued, long-form content that optimises digitals credentials (movement, sound, transitions, experience)

Supports the current shift to value over clicks creating revenue (paywall opposed to advertising) - opportunity for design to be better to create visual value

The lack of an industry standard and 'technology not there yet' in digital magazines allows for experimentation, through this can we also challenge patriarchal and capitalist design

Side: If digital is behind a paywall, no need for advertising, which has long been the driver for content in magazines, can this better designed value led place inform and change

Print <> Digital

Is there a way for print and digital to come together, designing with both at the forefront, to create value led design that is beautiful, economically viable and fulfiling to creator and in turn transfer these values to the audience through object (magazine).

Medium

Magazines (print)

Magazines (digital)

Digital (InDesign, Photoshop, After Effects,
Premier Pro, Readymag, Miro, Social Media)

Physical (Publications, Binding, Printing)

Letterpress, screenprinting, weaving, quilting and
other traditional forms of making that are value led
and learnt through a passing down of knowledge

Methods

Deconstructing/Reconstructing

Deconstructing:
Definition
Association
Notetaking
Subverting

Reconstructing:
Reflecting
Juxtaposing
Recontextualising

Dualities

Reflection / Mirroring / Counter / Call and Response / Flip and Reverse

Methodology Thoeretical framing

Academic

Academic books critique that advertising drives magazine content (The Beauty Myth, Naomi Wolf; Decoding Women's Magazines, Ellen McCracken) . Yes, but are there any books on editorial teams who make the magazines, who in my experience pour love into making magazines - are they aware as of their contexts, I wasn't, can we work towards more responsible design?

Technical / Practical print and digital magazine layout (Editorial Design, Cath Caldwell and Yolanda Zappaterra)

Digital projects (Hurry Up We're Dreaming, Anna Gerber; YCSTM, Knoth and Renner) that foreground experimental digital design and layout

Traditional making / Printing / Publications

Time and value in process transferred to object (Anni Albers Textile Weaver; Walter Benjamin Works of Art in the Age of Mechanical Reproduction; Spivak) creates aura, nuance, *value.*

This in evident in print (although system is capitalist) if digital was made in this way can its values improve?

Other cultures

Indigenous communities - Creating community what can we/industry learn from this?

Learn from other cultures for non-eurocentric ways of working

Lived experience as knowledge (bell hooks). Passing down of generational knowledge as learning

Other narratives and storytelling - huxometry, mayan,

Value led or purpose led humans (Lead by Example, Edson; Seven of highly people; Lizzie Schupak, Curve)

Nature. Women and nature inexplicably linked, how would design look if we took inspiration from nature instead of science and reason?

Methodology Speculation, Risks and Challenges

Speculation

- no editorial design in digital editorial design
- disengagement of print designers with digital design - app / web designers xx upload to predefined space
- print designers hate digital (most not all)
- bring traditional methods of time and value into digital
- enhance / expand / progress traditional value and time through digital
- what can print learn from digital?
- what can industry learn from inverting process?
- print > digital a translation / iteration / other?

Risks

- challenge traditional conventions of editorial design in digital space (informed by other cultures / ways of stroytelling)
- challenge inherently patriarchal design tropes
- challenge print to digital one way process
- explore 'reading' as experience
- challenge digital through values and time
- can physical forms of production inform digital (letterpress, screenprinting, weaving)
- engage print designers with digital design
- can value-led design inform content and challenge mass ideologies

Challenges / Concerns

- industry may rebuff ideas completely
- hard community to crack
- no time, under pressure, stuck in ways of doing things
- not open to new ways of working or ideas
- need to make it simple, easy and accessible
- my lack of professional digital expertise

Details of Interative Process

Print > Digital

Physical<>Digital Making:

Map existing territory of print and digital:

Use one magazine to examine print and digital as medium/object:
Materiality, Form, Usability, Distribution, Circulation, Consumption, Observation. This is not an exploration of content, but of form.
Method: Notetaking, Deconstructing, Reconstructing
Medium: Printed magazine
Framework: Reflecting / Counter
Theoretical: Source book that discusses physical form of print and digital.
Source book on values of print and digital.
McLuhan, Ludovico, Matthew.
Generational knowledge/traditional methods of making/value: bell hooks, 'Aesthetic Inheritances: History Worked by Hand', Yearning : Race, Gender, and Cultural Politics
Other: Tree of Codes, Format Photography - 70s protest photographs, Instagram

Print < Digital

Physical<>Digital Making:

Map existing territory of digital design through research of digital publications and other sites of excellent or interesting digital innovation.

Experimentation in digital:

Use one feature create a digital feature foregrounding prints values.

Use one feature create a digital feature foregrounding what digital can offer.

Use one feature create a digital feature foregrounding exploring different software.

Use one feature create a digital feature foregrounding printing to form a physical magazine.

Theoretical: Advertising as driver of magazines, The Beauty Myth, Naomi Wolf. Digital paywall removes this bias.
Decoding Womens Magazines, Ellen

Print <> Digital

Physical<>Digital Making:

Output: a publication that is digital and/or print that embodies the values and practices learnt, foregroundng print and digital equally being a metaphor for working equally and collaboratively for better. Or something.

McCracken
Post Digital Design, Alessandro Ludovico.
New York Times, lift on Meta checking.
Other: BSME event "technology is not there ey" Print designers hate digital, no industry standard. 'Eye' digital issue. New York Times Ice Cream feature, Tilda Swinton Interview, YCTM,

Audience, network, context

Magazine print and digital designers, art directors, creative directors, editors, publishers, publishing companies.

Create a publication that looks good, that requires minimal effort on their part, that communicates what it is through being/use (digital/print magazine). Immediate grab attention, more detail deeper if interested. Leave them feeling excited, intrigued and wanting more.

This informs output. Surface appealing and structurally needs to be resislient for process.

Publish on public platform so easily accessible. Circulate via email: approach BSME, post something physical to individuals with provocation to look online, appraoch publishing company to send to all art teams.

This informs content used to create project as needs to appeal to all and exclude none.

Look into editorial designers networks - Art Directors steering group? MDA? Print thing.

Reflection

After tutor discussion, not about this specifically, but generally as a group, I realised this is full of assumption and bias and outcomes.

My tutor suggest I spend some time just being with where I am and what I want to do.

My tutor suggested looking at Cybernetics and New Materialism as well as lots of other things to do with my area of interest.

So I did... I realised I was not excited about this project, was quite angry, not open minded or relaxed.

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End