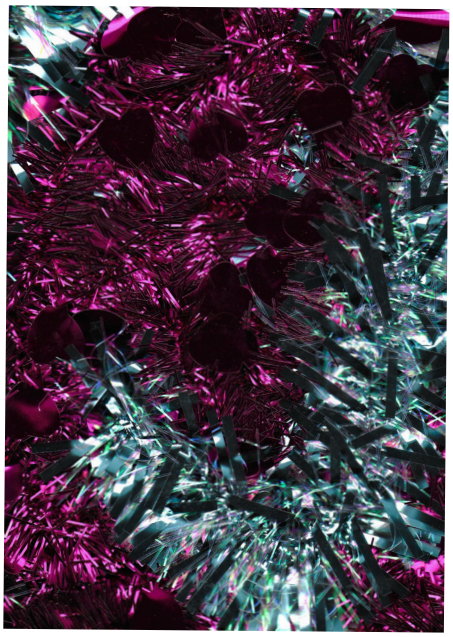
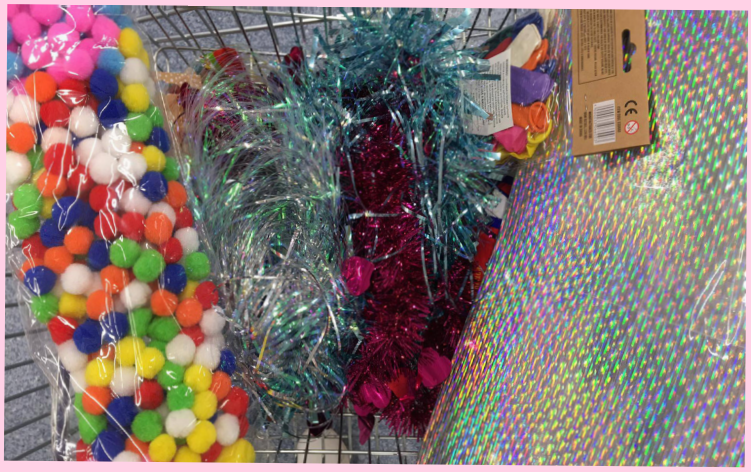
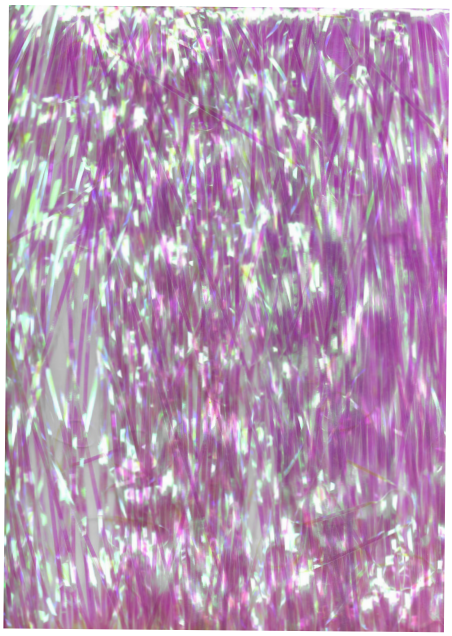
DESIGN DEVELOPMENT: SCANS

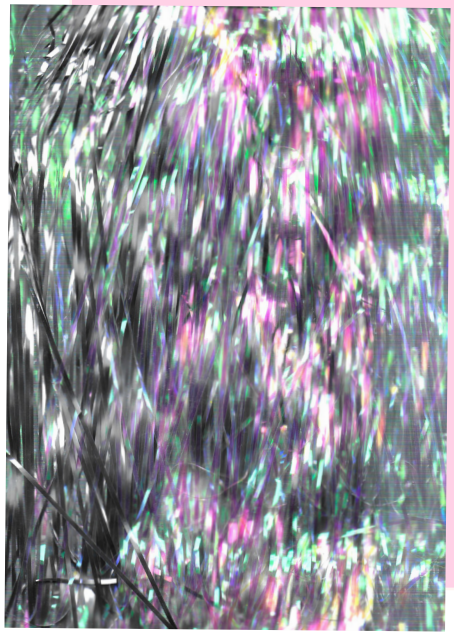
Our party theme allowed us to quickly generate image for our publication. We made simple scans of objects such as balloons, confetti and party poppers (anything you'd find at a 6 year old birthday party). Magazines usually have an upmarket and quality appearance to them, we wanted to break thing convention by capture a kitsch concept to make our magazine stand out and be fun!

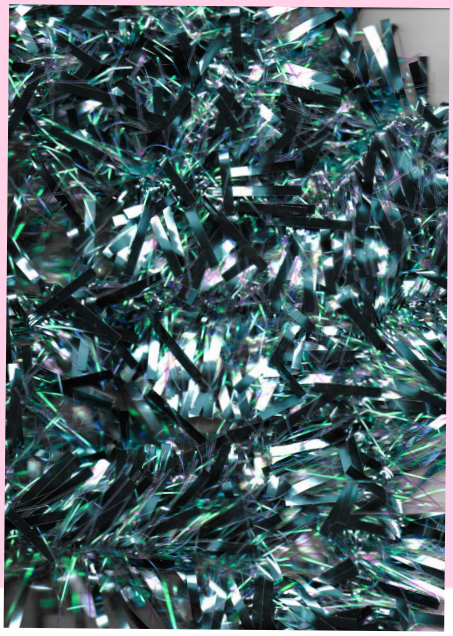


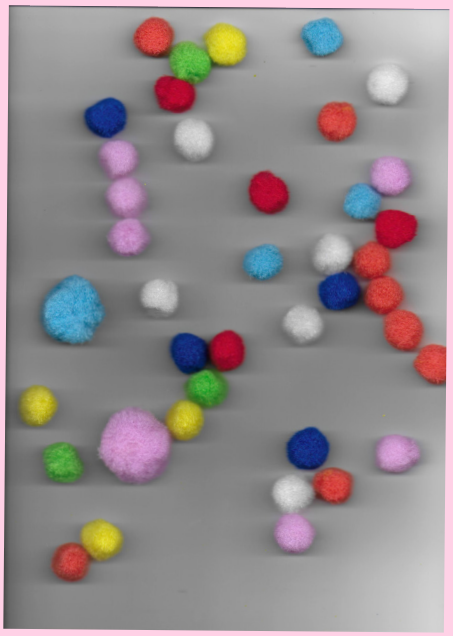


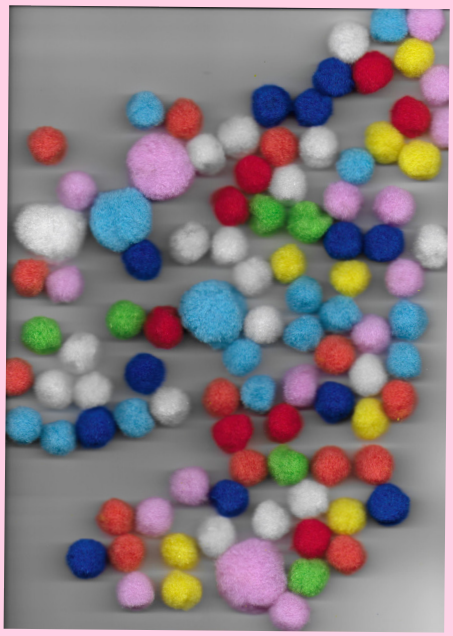
CHEAP, BRIGHT AND FLAMMABLE





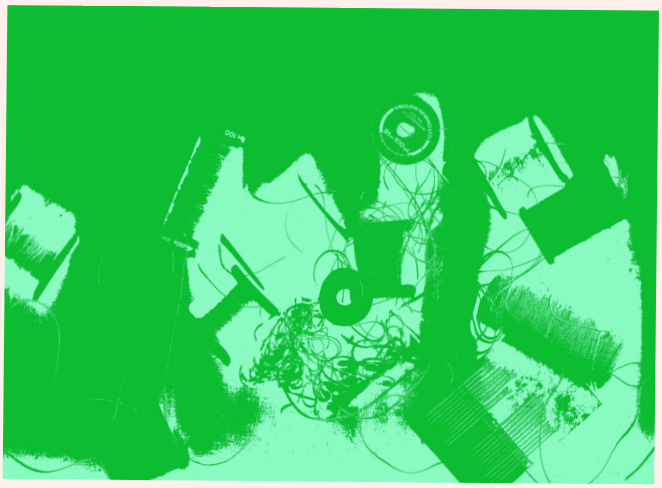


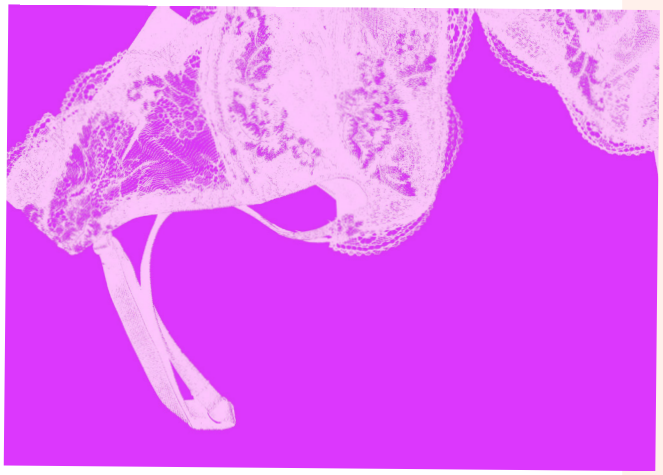




NAVIGATION

CONTENTS
APPLE COLOUR
SHAKE BRISTOL
MATHEW TREMAINE
COURTNEY LEWIS
BROOKE TATE
TOM HOVEY
AMBER HARDS

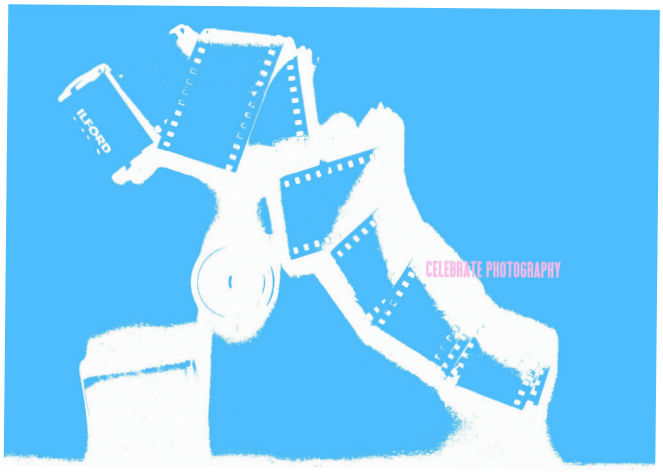




After printing and reviewing designs we started to worry our design was getting to cluttered and busy! We Looked for simple design alternatives that break the publication down such as colour blocking and creating imagery with single colours instead to two (see devisers).

BLOCK COLOUR

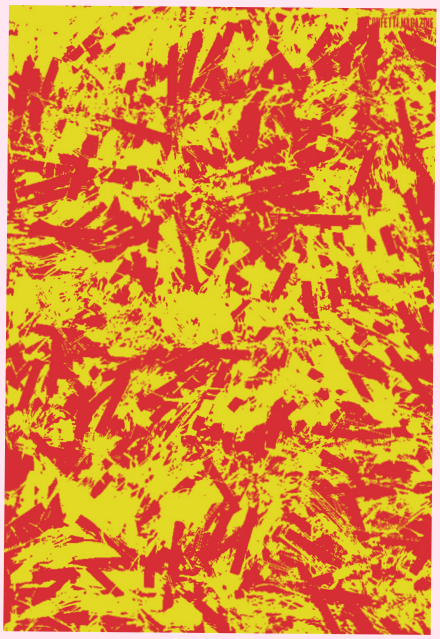
NEW DIVIDERS



EDITS

We found a common colour plate with the party objects where bright garish: red, yellow, pink, blue and greens. Rather like the simple colour scheme of the pop art era. We enhanced the use of could by editing the images with photoshop , the tool "torn edges" was used by selecting 2 colours and fiddling with the colour balance, smoothness and contrast. We tried to select to dynamic and contrasting colour, and successful combinations could only be found from trail and error.

POP ART STYLE EXAMPLE
BY RON MAGNES

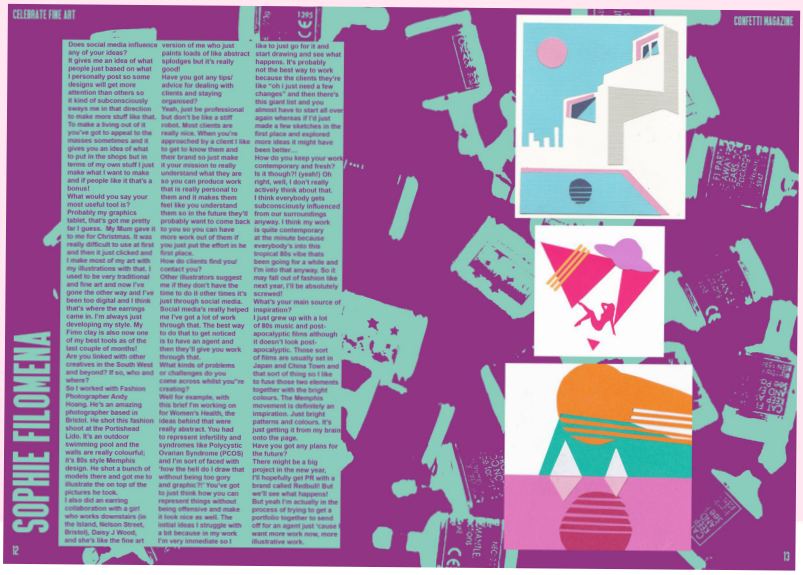


NAME, AND IDENTITY

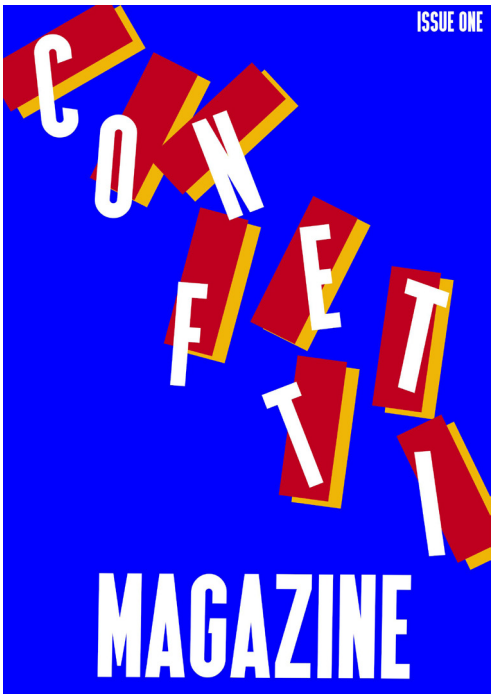
We went though a through quite a few name ideas such as "Over here" (liked nicely to out there project) witch gave a sense of place and a interest. or "Collective crowed" to communicate the creative community in the South West of England, how they work as individuals and collaborate. Finally "Confetti magazine (winning name) witch just sums up our celebration theme, its short, sweet and fun, setting the tone for the rest of the publication.

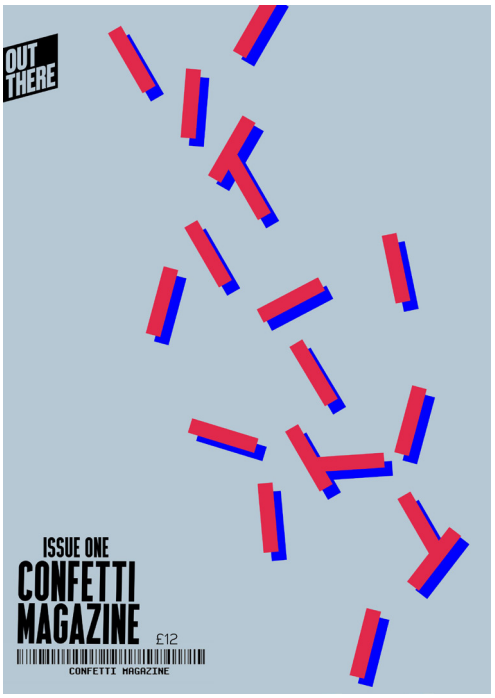
INITIAL DESIGN LAYOUTS .

We were happy with the images we created, and keen to include them in our design. William created quick mock ups of potential layouts. We gathered the content from the out there website.



COVER





By this point our cover has gone though many transformations. We settled on creating a design that narrated our title and looked liked confetti like. Previous designs included using our 2 coloured images was a backdrop, but they competed too much with the typography. Moving to a more simple design, we also found it challenging to pick a single colour to open our multi coloured content. Our winning design (bottom right) has a neutral grey backdrop with simple black text, letting the colour confetti design pop.

COLOUR AND LAYOUT REFINEMENT.

PRINT PROOFING

We revised the layout of our body text to have 3 columns instead if two and increased the width of the text to the edge creating more blank space and looking less cluttered.

We contained to test new colour combinations, print and evaluate.