



PAWPRINT

GRA332 7-2 Final Project Submission

PAWPRINT DIGITAL MAGAZINE

Design brief for PawPrint e-magazine, including thumbnails and published links for horizontal and landscape orientations, made with Adobe InDesign.

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Background & Target Market

For the Final Project (and subsequent assignments) for GRA332, I attempted a dog e-publication. I chose a publication called “PawPrint,” which was a special edition print magazine at my local drug store. I chose it for the content, as it appeals to a very broad audience of all ages, who love dogs. The readers could be of varied ages from children to seniors, and of many ethical, financial, or educational backgrounds. The project is comprised of a cover to catch the reader’s attention, an interactive table of contents, some article content featuring imagery, and the advertisement assignment. In making a printed publication into a digital format, I tried to capture a broader audience who is likely reading on-the-go. I liked the scope of this topic as I felt added content to link, as well as graphics/imagery, was easy to find, and I liked it for its “feel good” content for such a broad audience who most likely loves animals or the relationship between pets and humans.

As for the risks and rewards of a digital publication, they start with the complex task of being able to attract people on all forms of e-readers, via smartphones, tablets, etc., in an organized way as to seamlessly involve them into the magazine without errors. The reward of this success may be a greater audience pull, as nearly everyone always has a smart device in their hand, whereas a printed publication is harder to access anywhere. In anything digital, user errors or incorrectly saved files can cause interruptions in service, that cause a reader to lose interest, which is an inherit risk. Correctly choosing file size, format, color mode, and saving for quick use and space, are all considerations of this type of digital file. User error risks, including broken links or incompatible or unloadable files, would not be ideal for the project or potential employer

needing to capture his audience. It may give the brand a bad reputation over time and lose potential audiences.

Information architecture like hierarchy of headers, organized content, easy-to-use navigation, content grouping, and whitespace, is crucial for good UX Design (Adobe). Digital readers often include simple animations, links to other content (including web content), video content to play, or simple moving imagery, to enhance the user experience.

In my research, another thing to consider for branding an e-magazine in the real world is having some free content that may be pulled by an e-publication that assembles from multiple sources, such as Flipboard. It attracts people to your site content and gets them to access your articles. When looking for e-publications to research, I had tremendous difficulty breaking walls to get any content without paying for a magazine. Where I think this loses an audience, is in the idea that printed publications on shelves allow for a passerby to leaf through the content before buying. Often, I do this, and eventually buy a magazine. It is like a teaser advertisement of sorts. For many e-publications in my research this week, they do not allow for this, which likely sold the company printed magazines in the past. Magazines I know that I used to be able to do this with, that are like the audience for PawPrint, might be lifestyle magazines (Oprah, Real Simple, Martha Stewart, People, US Weekly) or even the layout and audience for cooking, workout, or celebrity magazines. Pawprint is a general lifestyle audience, as most human beings like the relationships that people gather with animals such as pets.

Content

In creating this digital magazine copy for the Final Project, we were asked to make a prototype of an interactive magazine application, using Adobe InDesign. In this brief, we were

asked to select a magazine topic, and its relative audience, and create enriched, digital content to increase reader engagement, with the outcome of expanding the magazine's popularity. We've discussed EPUB documents in module discussions, both fixed and fluid, with the idea that understanding the needs of a reader on a digital device can vary from a printed book or publication. We needed to design these e-publications using the best interactive features for our file types, as some file types are not able to use all types of added interactivity. The professor gave us a good student travel example to view, for ideas of types of UX content to add to our digital publications. The added conveniences of digital readers are meant to add more visual interest to the content, user interactivity for good UX design, better layout for consumers to find exactly what they need, and they can also help aid many readers with disabilities via enhancements to print allowing for the enlargement of text or reading of the text, as also seen on website design. Links to paid content also may provide a brand with ways to increase its audience and brand value.

As my article content is ideal for dog lovers, I used an article "Why We Love Dogs." I also added an article about the emotions of pets and how much they love the other pets in their lives. In addition to the linked content and articles, I chose a dog ad (homework assignment in week three) for BarkBox, as they usually have the fun feel I wanted for my publication. I added an animated GIF flipping through various little "turkeys", an animation featuring the daydream part of the ad sliding in from the left, and a simple "bark" when introducing the brand, BarkBox. Adding other interactivity with the social media content links, email, and website links, added to the "fun" aspect of learning about the featured product.

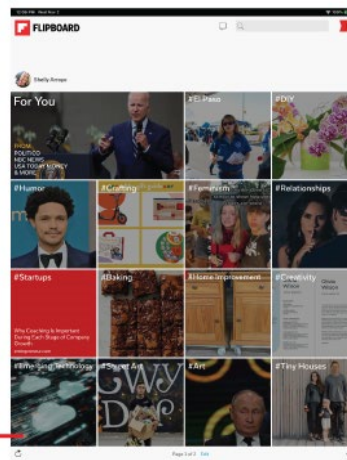
The printed PawPrint publication I purchased had decent grid content; however, I felt the logo, cover content, and some of the page graphics could be enhanced for greater interest, using some of my ideas, as mentioned. When I was a teen, I had a subscription to the late print magazine DogFancy, and this magazine concept reminds me of that publication. I pictured mine with a newer, modernized, color block layout, as often seen in Real Simple magazine, as well.

Visual Inspiration

Flipboard

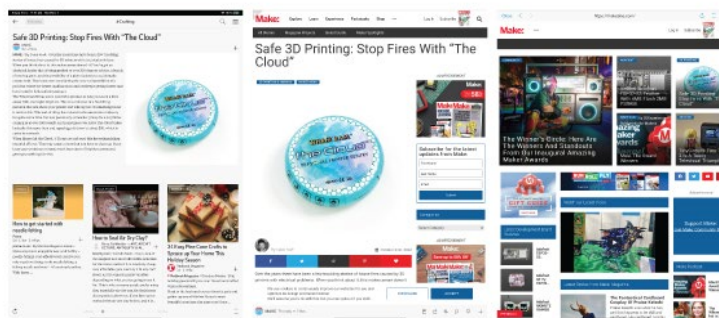


Flipboard app Home Screen (mobile & tablet)

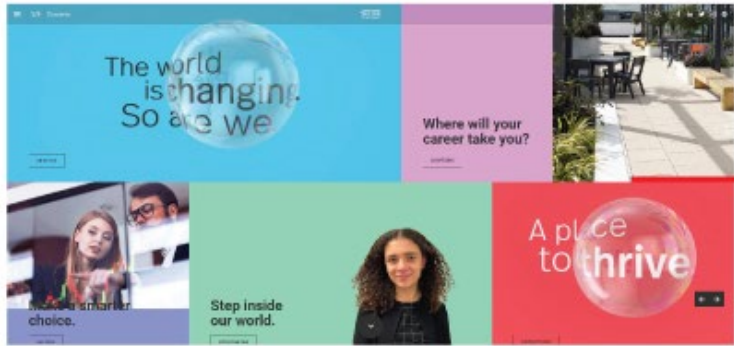


Flipboard Article

Left to Right:
Flipboard article in Flipboard, Article from Publisher, Website of Article Featured in Flipboard

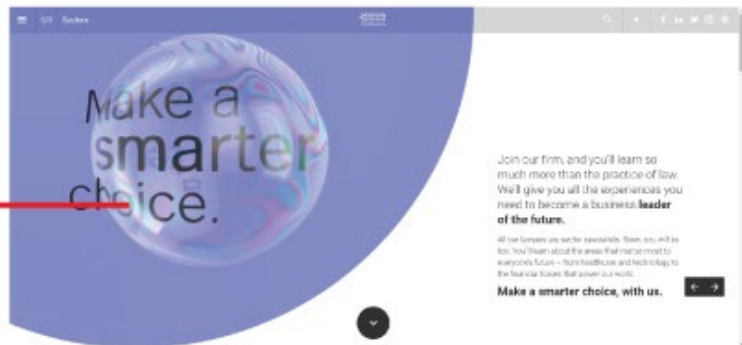


Law Brochure

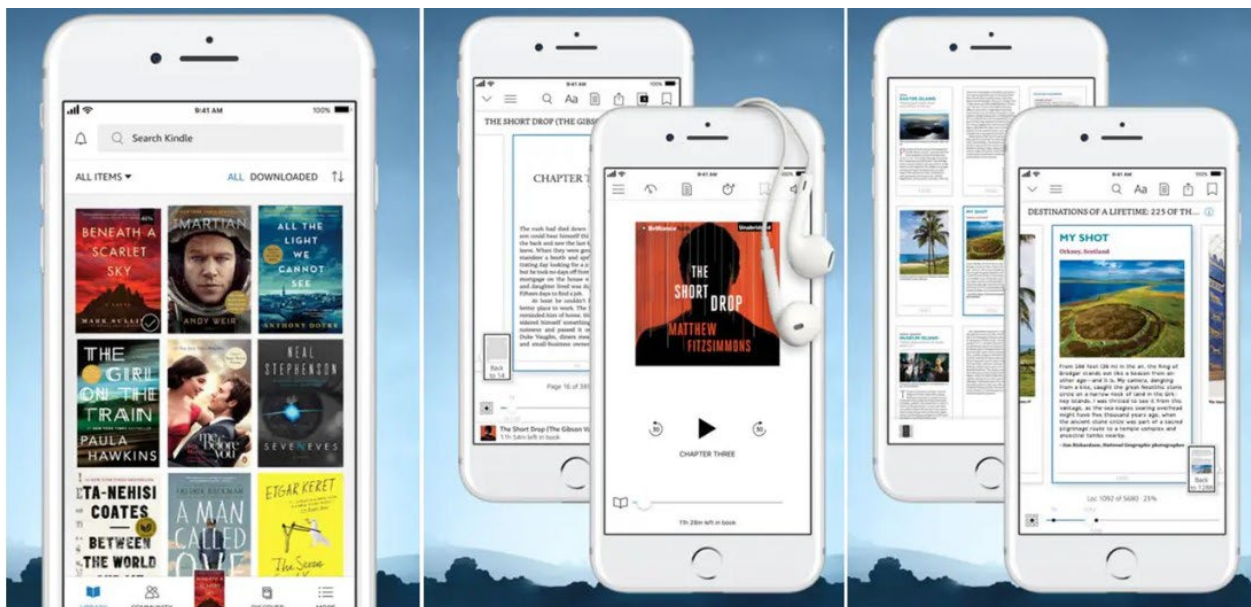


Legal Publication Table of Contents

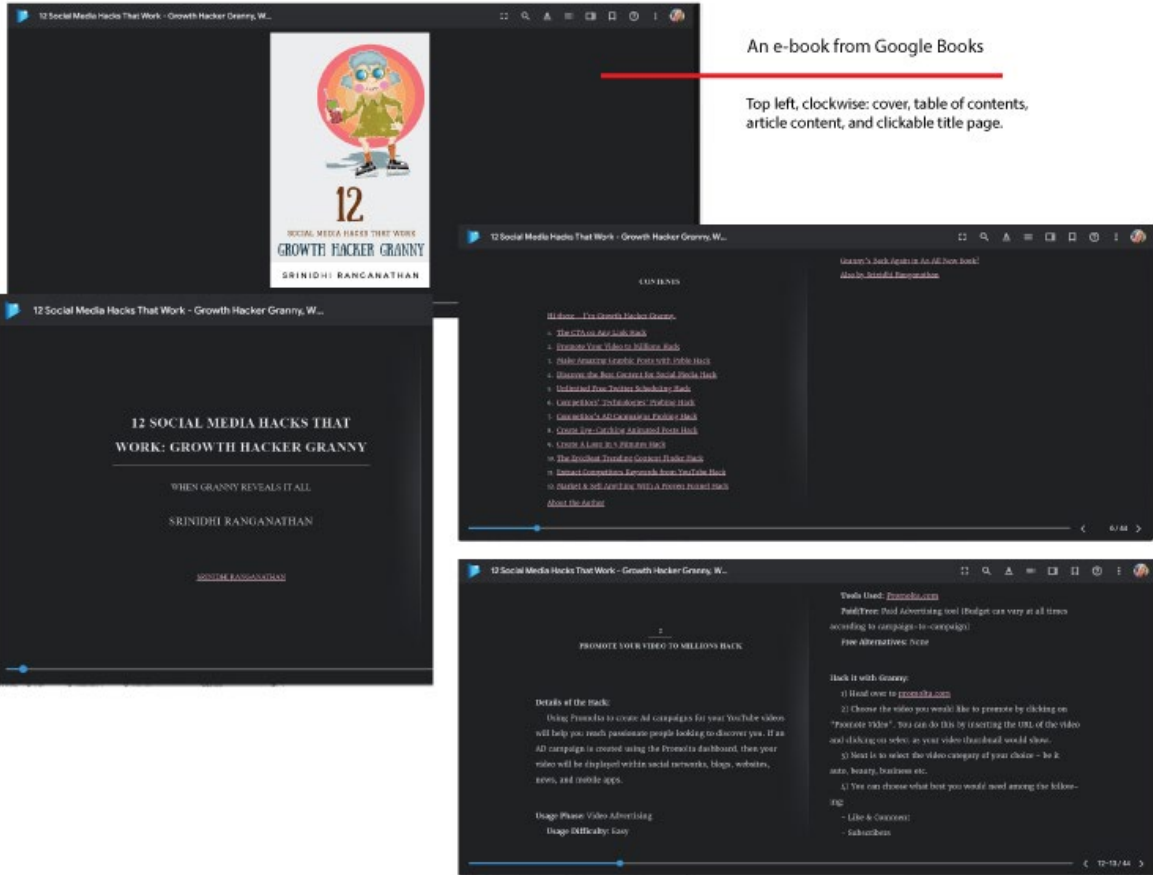
Legal Publication Content Sample



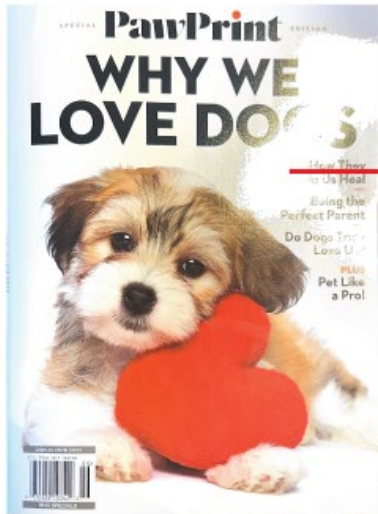
Kindle e-Book App



Google e-Book



PawPrint Printed Magazine



PawPrint Magazine Cover



Content Sample



Table of Contents Sample

When looking at digital publications, I found Flipboard to be useful. You'll see that featured above. It is easy to use and has a neat branding feature that allows the pages to appear like they are flipping. The information is logical, and the navigation is easy to understand. The hierarchy of headers and contents is logical. The branding is clean and easy to locate, while being effective. The app features great whitespace, grid layout, and contrast, all which would benefit my brand.

My second image is a brochure from a law site, which a classmate posted in discussion. I also found its digital layout interesting. It is very simple and doesn't contain a lot of information. The contents are in a color block grid, which I loved, and it showed where to find the material fairly easily, yet interactive, which was also interesting for my brand. I think the content is easy to navigate or flip through and the simple animation is fun. The bubble is continually moving yet distracting. The color theme is fun and playful, as I picture my brand; however, not great for the intended audience or content. Overall, I think it's a great publication, just perhaps not the right theme for the content.

Additionally, I used the Kindle app for e-books, and that was also interesting for navigation. Like anything Amazon brand, it is very easy to use and navigate and reminds me of Amazon Prime, which is a shopping application that is super easy to use. The brand is very well displayed, and the content is very organized and in a grid layout. The whitespace is good, as well.

Since I do not use the Kindle application, I also added an e-book from Google e-books to sense what an e-book can look like. This is a free e-book, so perhaps not the most highly paid designer, but it gets the point across for e-book typical features and layouts. Shown is the cover, title page, table of contents, and a chapter of content. While I do not usually read e-books, I found this information useful, as I struggled to get content without needing to subscribe and pay for magazines. Content can be clicked on for more information, which is useful in planning what to do with my e-publication. I do not like the color choices for this book; however, as it is very dark and hard for me to read. These font specs, such as color or sizing, were likely able to be

adjusted, via a feature of a fluid EPUB layout; however, overall it is much more plain than our fixed EPUB designs.

The final image above is some imagery from my printed magazine inspiration, which I feel shows better what could be done with a digital format for this magazine publication. To modify the content from my research, I can see clickable links to content within the EPUB, as well as outside the EPUB, but more in a layout and sizable hierarchy like the printed magazine. I feel the magazine has a great whitespace balance and is perfect for a fixed EPUB, such as our assignment. It features a fun grid layout that highlights the magazine brand and style very well. Colorful imagery is crucial for this magazine to get its playful, feel-good feel, which I think is likely what the audience wants from the experience of a magazine such as this one.

Design Considerations

Creating optimized graphics is always a need for good digital design. Things like resolution and file size, as well as file type, have specific guidelines that must be met for the design to work seamlessly for the user. I got a lot of my imagery from Freepik and edited it via Adobe Illustrator or Adobe Photoshop, optimizing the JPG, PNG, animated GIF, or GIF files for best use in digital publications. Screen graphics typically need RGB color modes and 72 dpi, whereas printed publications need CMYK and a resolution of 300 dpi, so this is also a consideration for an e-publication being viewed on a screen format and ideal imagery being made and incorporated for appropriate file size. I was somewhat confused by the need for this magazine to be CMYK, as I had to adjust my RGB images, but I ended up doing so for the web content of this EPUB. When saving the files for submission in Module Six, I got some errors for

the RGB nature of my images, which started my confusion, being that they were meant to be viewed on screen in a digital EPUB, and RGB is best for screens.

Frustrated audience viewers are a concept that good UX design tries to avoid. Having effective and continuous navigation is crucial to a good brand and design. A user should never have to search for the navigation that allows them to access what they need. Creating grid layouts that help organize content in an understood and unified manner, are also crucial to good digital design. Having a hierarchy of content, just as in web design, is also crucial to help organize the content for the publication, as well. This organization should have a fluid flow to it, so that the reader is not confused as to how to access what they need, or where to find appropriate content. Titles and headers should be brief and catchy, to-the-point, and unified in design. My pages try to direct the audience throughout the magazine, as intended.

Choosing typically 2-3 good coordinating fonts for screens would also help aid in the end design meeting the target audience well. For screen, these fonts are typically sans-serif, whereas for print books, typically serif. My main fonts were the Adobe font family Poppins, as well as some Fonseca for more fancy titles. The logo was made using Pinsetter Middles. They were chosen for readability, as well as subject or audience, to help keep the reader engaged, and I read Poppins is a popular choice for 2022. From research online, the typical recommended font size for e-book content ranges from 12-14pt, and I tried to make the range for my sections based around this recommendation (Poorna, 2021). When it comes to color choice, I made the theme of my EPUB a fall edition, so I chose a color I called Fall Orange, as well as Fall Yellow, Fall Brown, Fall Red, and a Teal Blue for added interest and to be complimentary to the fall palette. Use of these colors is easy for the eye, follows the style guide theme, and allows for good use of

additional black and white in contrast. Use of whitespace is always effective for good UX design.

Design Specifications

From my research online, magazines in the U.S. are often 8.5 x 11 inches (8, Create). In the UK, it is typically A4 (8, Create). Pages should be facing together, such that design can span the spread of the two facing pages. Pages often feature organized and uniquely designed for the theme, page numbers, often with month/date, and/or publication name, at the top or bottom of the page. Also, in an e-design, these pages need arrows to help turn the pages. When inserting imagery via the specs I mentioned above, having a unified design to the layout of these images, also helps carry the brand of the magazine. When incorporating the content of the magazine, unified sizing via the correct level of hierarchy of information is crucial to getting the audience to understand the layout of the content. Titles should match navigation and contain similar font and sizing, as well as content featuring similar sizing. The type should help the reader understand how to navigate the e-publication.

Fonts must be embedded in the EPUB file to be viewed properly and fonts and imagery must be legally obtained to avoid copyright issues (Chagnon). My images through Freepik are subscription and allowed for my use. My fonts are available for use, via Adobe. Adobe Fonts did add an additional layer of confusion, in that Adobe will not package their fonts in a Fonts Folder, due to licensing. Being new to the process, I was afraid I was omitting an option to embed the fonts. However, I was not, and this confusion, while being frustrating, figured itself out after about a week of my research on the issue.

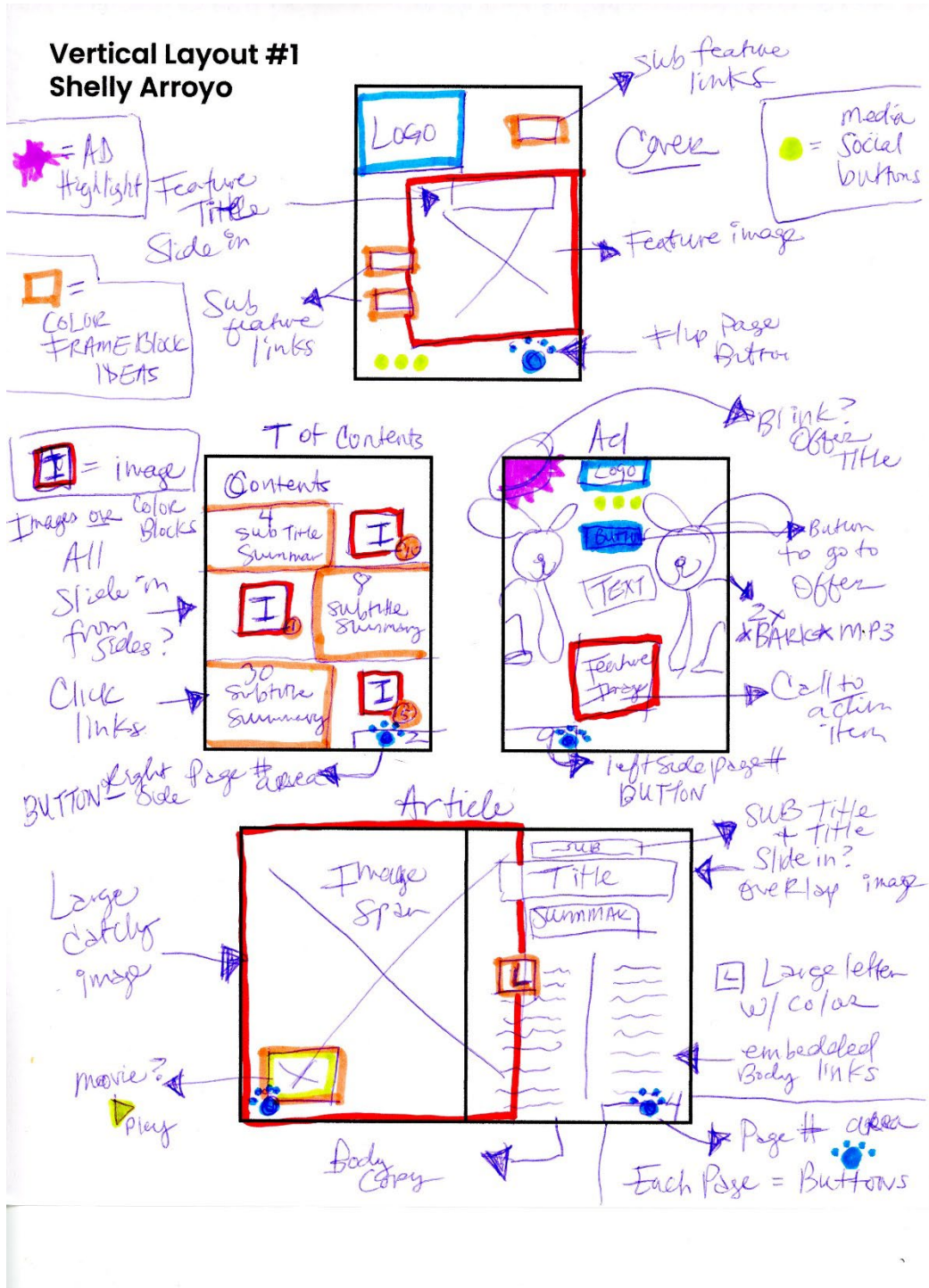
Designing the ideal user experience and designing the optimal user experience can be tricky but I attempted to optimize this as much as possible for my design for this PawPrint e-publication. I tried to incorporate the following practices of good user experience, as well as optimal user experience, in my design.

First, optimal user experience relies on the user to be able to get the information they need as “effectively as possible” (Shreeya). A good system for content following an effective Table of Contents is the best way to start this. Allowing the user to easily flip through pages is a must, too. Next, items need to load quickly and properly, without error. I tried to save my imagery for web and as optimized as possible, without sacrificing resolution or allowing for blurry imagery. I did have one slightly blurry image; however, it was for the ad feature, and I was unable to get a better copy. A client requesting this ad would allow for a better resolution image.

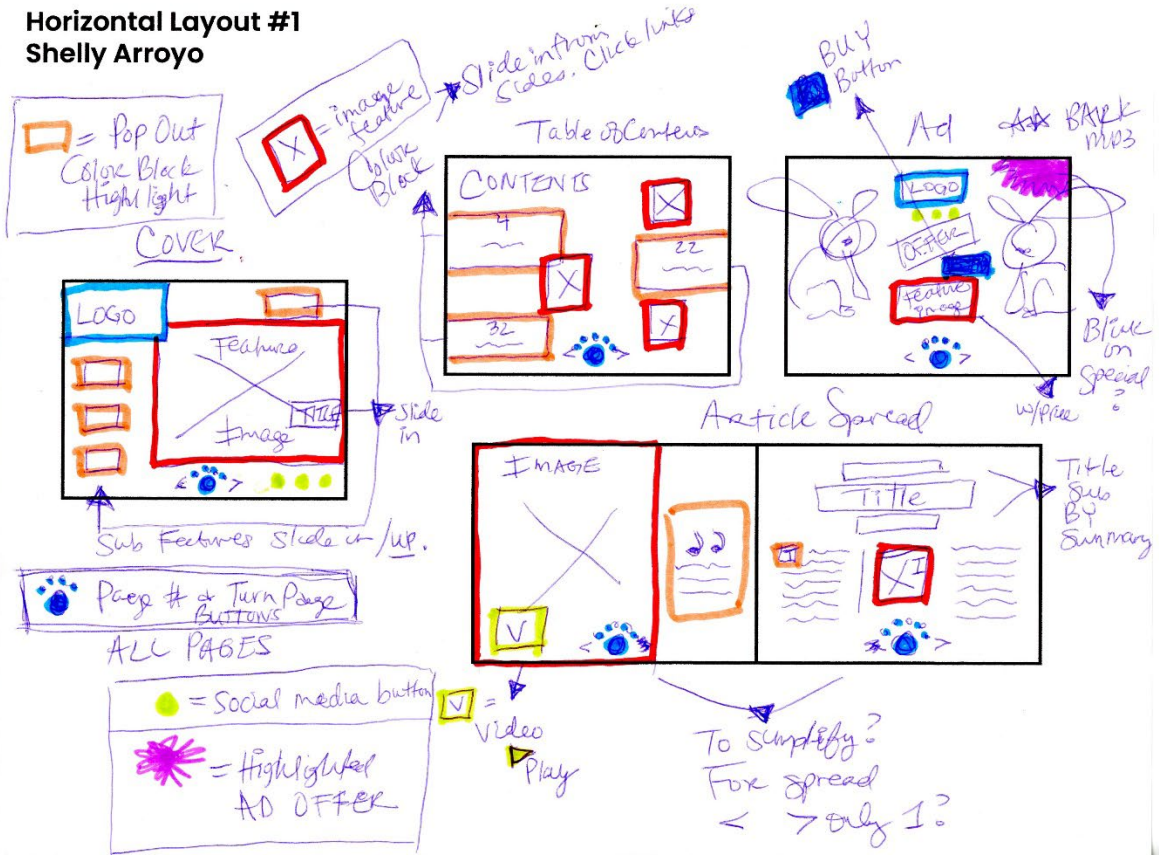
Another crucial aspect for ideal user experience often requires designing user experiences that promote a psychological understanding of the audience they are being designed for (Shreeya). The user experience can be emotional and irrational, so this process can be tricky and involve research into the ideal ways to bring the e-publication from concept to fruition in the most effective way possible. I chose my imagery to promote the love we have for our canine pets as well as articles to highlight what caring family members they can become. My ad choice invited humor, making these pets more lovable, with a feature to reward them. I tried to use design decisions that offered a sense that the audience belongs, and the hierarchy and content keeps them engaged in that sense of belonging. A designer must stay current on relevant e-publication design trends, as well as the intended audience for the project, to keep the publication

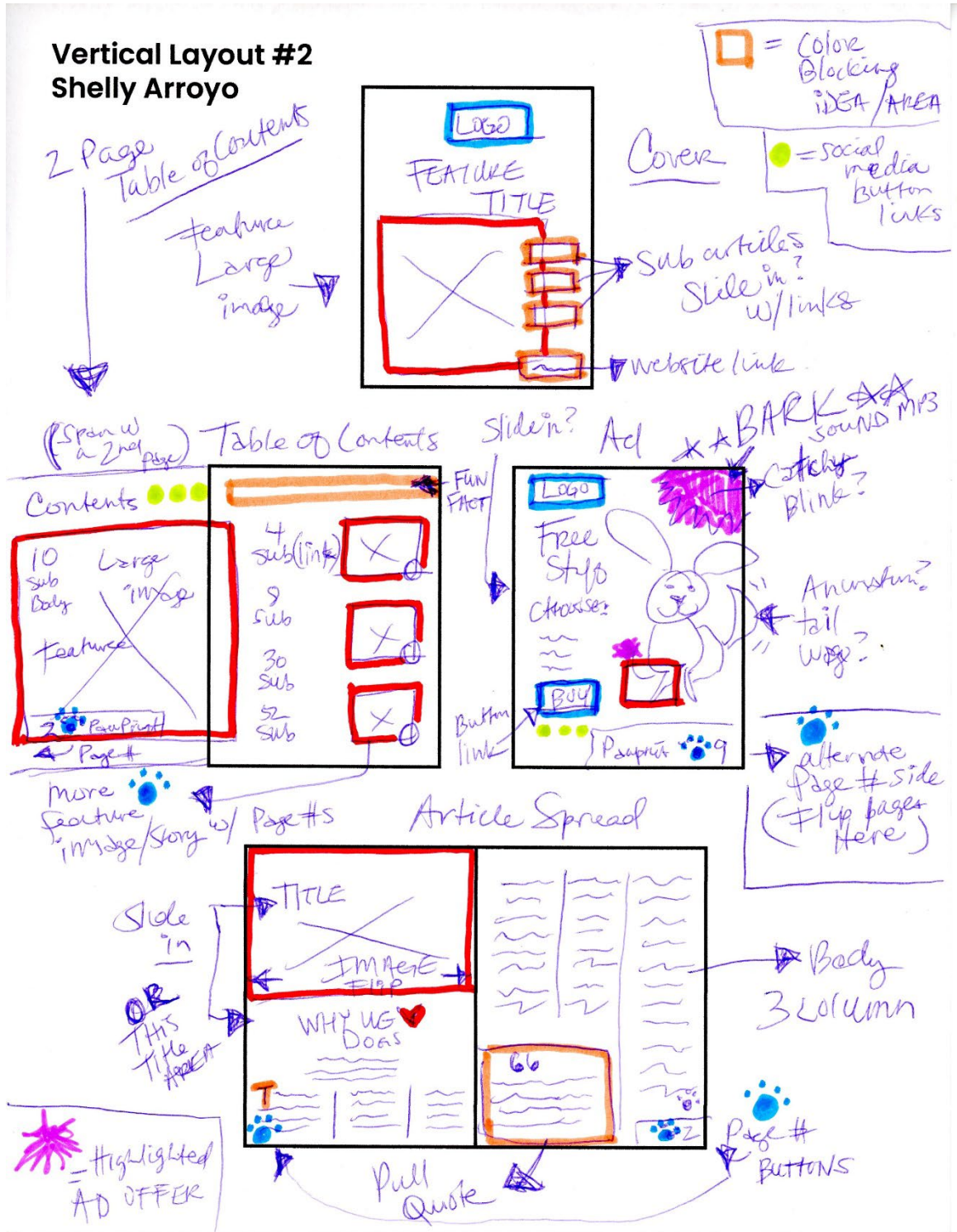
as user friendly and desired as intended. Over-stimulating the audience can also have fallback in a design, so I attempted my designs to be effective and continuous, while also offering the audience the content they need to access, easily (Shreeya).

Thumbnail Sketches



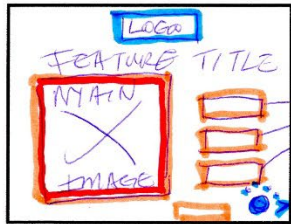
Horizontal Layout #1 Shelly Arroyo





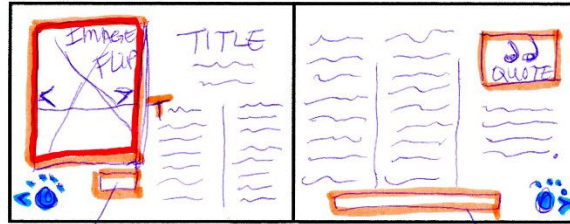
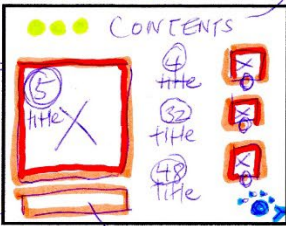
Horizontal Layout #2 Shelly Arroyo

- ★ Features:
- Fun Fact Color Block
- Border on Images



Center column - slide up from Bottom

○ = Page # w/ title under



BUTTONS = Page #

< or > depending on left or right page

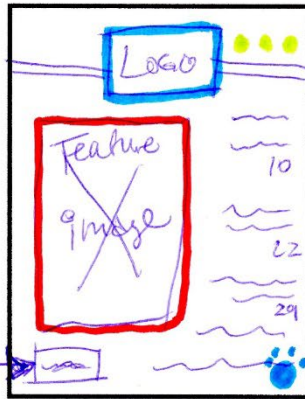
★ = Highlighted AD OFFER

Vertical Layout #3 Shelly Arroyo

COVER

* SUBTLE COLOR BACKGROUND SHAPES

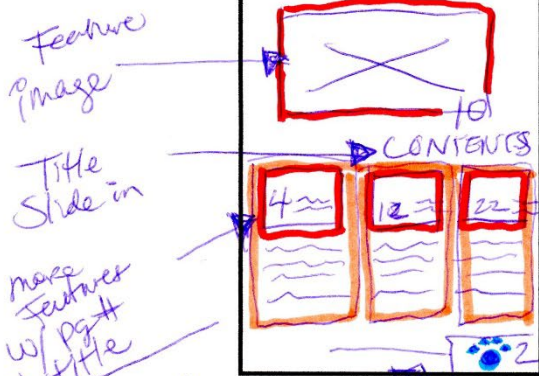
* All pages to



Slide in,
ADD
Titles
1x1?

- = image
- = frame highlight
- * = Ad highlight
- = social media buttons

Table of Contents



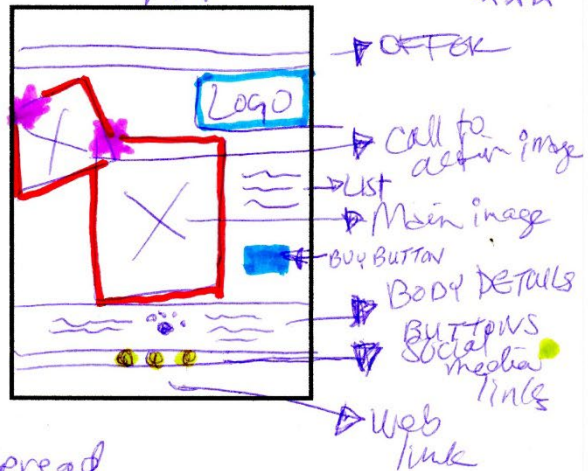
Feature Image

Title Slide in

more features w/ page # & title

Every page # w/ turn Page Feature. BUTTONS

Ad → ~~BAR~~ BARK MP3



OFFER

Call to action image

LIST

Main image

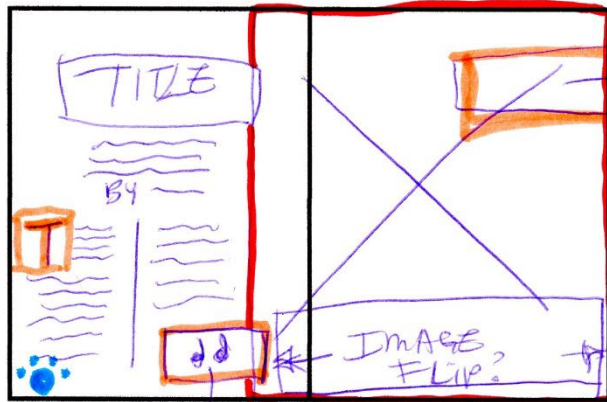
BUY BUTTON

BODY DETAILS

BUTTONS social media

Web link

Article Spread



Two column

Links on story

Pull quote (THREE COLUMN)

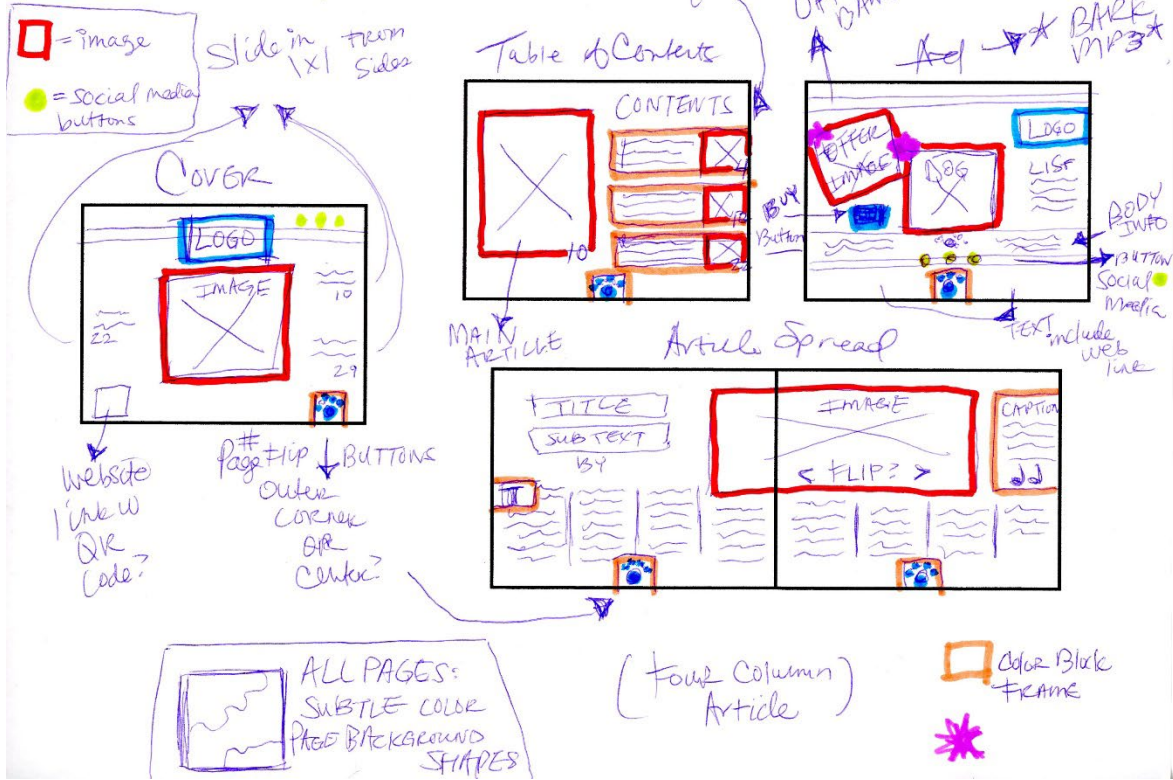
Slide in? Fun fact



BUTTONS at bottom: Page #

OK
w/ page flip

Horizontal Layout #3 Shelly Arroyo



Published Links

Portrait

<https://indd.adobe.com/view/21b46394-1b9b-48fa-9e3a-4976698b0522>

Landscape

<https://indd.adobe.com/view/52eb8a1c-45be-4023-b30b-08a7b3e6933b>

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