Design Brief

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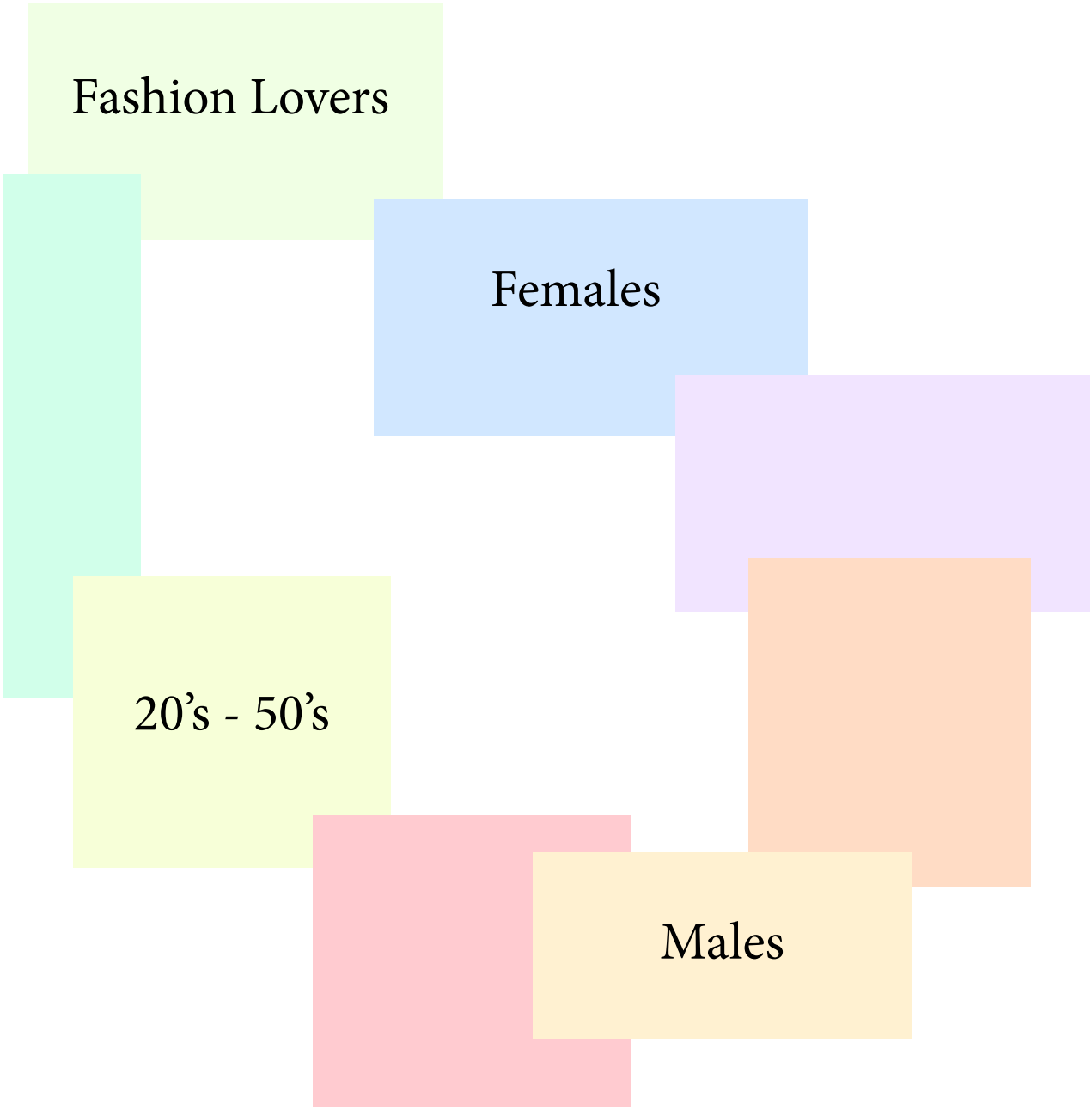
Overview

VOGUE

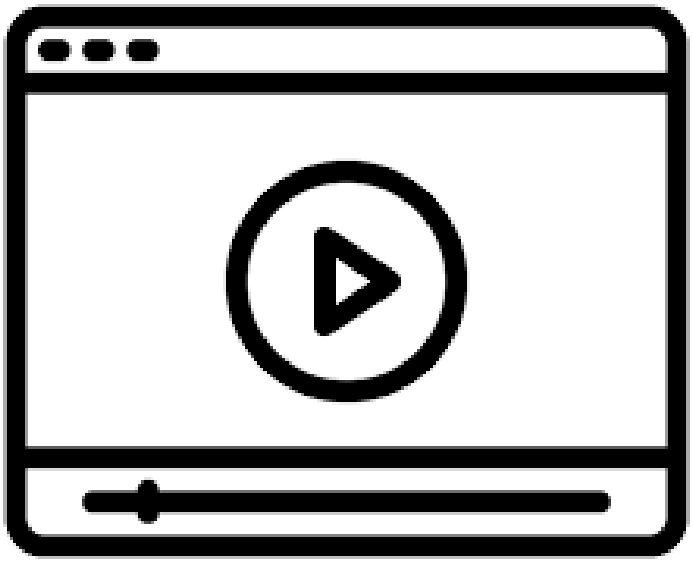
The magazine I chose to convert from print to digital is Vogue Magazine. Even though there is a digital format of this magazine I will attempt to not look at it and turn it into my own. Vogue is one those magazines that you will need to subscribe to and purchase in order to enjoy. For my version of digital magazine, it will be available to the public with some content that will require purchasing. The purpose is to have an accessible fashion magazine for those who cannot afford to purchase one. Making these changes will open doors to people who like fashion and like to read about it to access it.

Target Audience



The target audience for the magazine is women in their 20's to their 50's. The fact that this is a fashion magazine it attracts more women than men. There is a lot of magazines out there that are just for fashion other than Vogue, but they aren't at its level. Competitors might be offering free services and fashion items available. I will need to do some research in order to figure out the architecture of the magazine to attract the audience.

Content



Visual Inspiration

Design Considerations

Things to consider when designing an interactive magazine there a few things to consider.

Presentation of Information

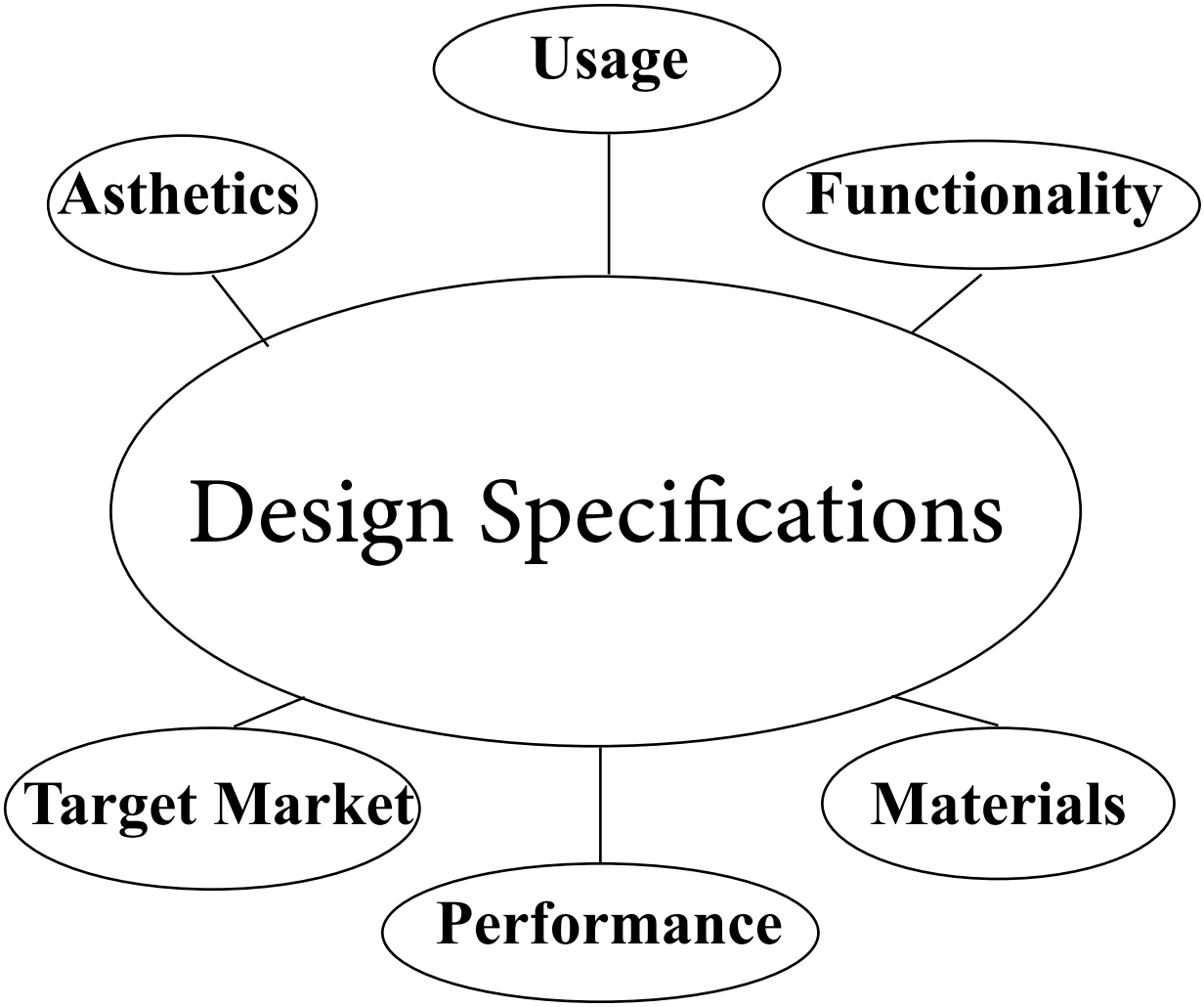
The way that the information is being presented is important. Highlighting important information, grouping the important from the non important.

Navigation and Hierarchy

Hierarchy and navigation are important. Think about how many targets and title placements. Visual Hierarchy is key as well, where you layout information grabs the attention of the reader.

Screen Layout

Placing the elements, making sure effects and designs follow a style and are balanced out throughout.


Usage
Asthetics
Functionality
Design Specifications
Target Market
Materials
Performance

THANK YOU!