



DCM 200: GRAPHIC DESIGN

FINAL PROJECT (50%)

GROUP PROJECT

Magazine (Minimum, 24 pages inclusive of cover pages)

Programme:

- ✓ In design for layout
- ✓ Photoshop/illustrator and any other for the photos and graphics

Requirements

1. A **UNIQUE** title for the Magazine.
2. At least 50% real stories and interviews by the 3 group members (make use of feature and news writing skills you have learnt) you can download the remaining 50% of the stories or ask fellow students to contribute their stories.
3. At-least 60% of adverts - be creative and create your own ads (these can be anything, from shoes, clothes, institutions like universities, The government's Big Four Agenda, SDGs etc.) Each group member should have designed at least 20% of the Adverts and each student's brief must mention their adverts.
4. At least 50% of photos **MUST** be by the group members (Utilize photojournalism knowledge & skills). All photos must be appropriately captioned.
5. Type your stories in MS Word and save them well before you import to In-design, this will safeguard you against the In-design programme malfunctioning.

Evaluation will be based on the following rubric:

Excellent (E)= 5mks, Very Good (VG)= 4mks, Good (G)= 3mks, Trial (T)= 2mks, Weak (W)= 1mk, Fail (F)=0.

Marking Criteria		E(5)	VG(4)	A(3)	T(2)	W(1)	F(0)	Mark
1.	Name of the Magazine (5mks) • Is creative and appealing • Reflects the main content/focus of the magazine • Relevance in appeal to the target audience							
2.	Layout of the Front and back cover pages (5mks) • Has one main Centre of Visual Interest to draw the attention of the audience • Captures the key areas found in the issue • Has consistency/unity in colours and texts and forms used. • Captures the issue number • Captures the date of the issue and perhaps the price							
3.	Contents section (5mks) • Highlights the various sections in the magazine • Identifies the editor and has an editor's note							
4.	The Unity of the Publication (5mks) • All stories should blend with the title of the magazine. • There is a visible house style i.e. unity in the typefaces and close relation of the type colours • There are theme colours for the entire magazine							
5	The Layout of Individual Pages							
	• The text flows as per a specific grid system (5mks)							
	• There is creative use of white space (5mks)							
	• Appropriate choice of typefaces for headlines, captions and body text. (5mks)							
	• Appropriate choice, placement and utilization of photographs and adverts (5mks)							
	• Appropriate use of colour (5mks)							
6.	Editing of the content							
	• Language and tone (5mks)							
	• story structure and style (5mks)							
	• factual accuracy (5mks)							
	• ethics (5mks)							
7.	Choice and crafting of catchy headlines and captions (5mks) • Headlines are appealing and summarize the story • Photo captions are appropriate for the story							
8.	Typefaces (5mks) • Appropriate use of Serifs and San-serifs							

	Enhanced readability: appropriate font sizes, interlinear spacing, font colours and font backgrounds							
9.	Overall Magazine's Appeal (5mks)							
10	A Written Brief (individual submissions) Each group member to submit their own written brief. Brief must explain;							
	why the chosen publication name, the target audience, and the relevance of the publication to the target audience (5mks)							
	the specific adverts the student designed (5mks)							
	the student's overall role in the magazine production (5mks)							
	the challenges encountered the lessons and opportunities the magazine presents (5mks)							
Overall Marks out of 100								
Converted Marks to 50%								

N/B

- Coming up with a magazine is quite taxing and will involve a lot of time and consultation, the earlier you start the better.
- Make arrangements on how the final magazine will be printed. You do not need to use glossy paper.
- The magazine will be submitted on the due date of the exam. **(NO PROJECT WILL BE RECEIVED AFTER THE DEADLINE).**
- BACK UP your work so that **no computers crash and no flash disks malfunction** when you are just about to submit your work!

The first (preliminary) layout should be ready for inspection on 30th July 2019. The complete magazine should be submitted both on soft and hard copy (printout). The complete project should be submitted on due date of examination.