

INTR | E J A F

TYPOGRAPHY 3

ASSIGNMENT 2A+B

MAGAZINE IDENTITY
WORDMARK

Josh Hill

Magazine Identity | PROCESS

MAGAZINE ASSESSMENT

My magazine assessment began by searching through different types of magazines, which all had varying topics and were written for different audiences.



Typography 3 (004) Josh Hill

PROJECT 2
MAGAZINE IDENTITY
ASSESSMENT

| Existing Magazine | **WIRED** Magazine
| New Identity | **INTRFACE**

The magazine I've chosen to assess and redesign is **WIRED** magazine. **WIRED** is a current American magazine that publishes its content in both print and digital forms. It's content mainly focuses on new technological innovations, and how these new technologies might effect culture, the economy and politics.

The current print issues are 8" x 10 7/8" final trim size. The front and back cover is a matte finish stock, with glossy paper used on inside pages. Current typefaces include (Ambroise, Brandon Text, FF Oxide, Tungsten, Apex Rounded, and Exchange).

The magazines layout is a bit chaotic. Like most of today's magazines there is an advertisement on just about every other page, which really disrupts the flow of the articles throughout. Many articles feature several different typefaces within their headlines, a mix of serif and sans serif. Among the different articles in the magazine the layout and parts of the article change, there is not a great deal of consistency throughout the

magazine. Most of the running headers are consistent in placement size and typeface, but occasionally pieces of the running header are placed in a different location. Page numbers are often on the bottom of the page, but also larger and vertical on some pages, and even in the center of the article on a few occasions. The magazine has a feeling of spontaneity, and keeps the look fresh by not following a strict layout guideline to closely. This also however creates issues with communicating the contents quickly and effectively.

This magazines main target audience, would most likely be male, ages 24-45, with readers who are interested in technology, inventions, innovations and the next new thing. **WIRED** features common themes of technology, new websites about technologies, or Television shows and movies, which contain some elements of technologies history, current use or its future. The new identity of the magazine will be **INTRFACE**, a commonly used term in computing and technology. The term is also defined as the place or area at which different things meet and communicate with or affect each other.

WIRED

Typefaces
Ambroise
Brandon Text
FF OXIDE
Tungsten
Apex Rounded
Exchange



Magazine Identity | PROCESS

PRELIMINARY EXPLORATION

I created a mood board to represent the new look and feel of my magazine. I chose the name **Intrface** as the new identity, because I felt it represented the idea of technology and man coming together, and how the two interact with each other.



Magazine Identity | PROCESS

EXPLORATION

I used the keywords (**Grid, Linear, Machine/Human, Technology and Circuit boards**) as guidelines to express my overall look and feel. The first step was to just experiment with the basic letter forms to see how they would work together.

Grid Machine/human
linear

IN
TR
FACE

IN FACE
TR

IN
face
TD

IN
TR
face
ce

FACE
EC

FA
@

INTR

INTR

INTR

FACE

FACE
@

LNTR

IN

INTR

NN

INTR

EXPLORATION (CONT.)

interface

interface

INTRface

INTERFACE

INTRface

face face

interface

interface

ave
a oce

interface

INTRface

INTRface

INTRFACE

INTRface

INTR
FACE

EXPLORATION (CONT.)

I created several pages that displayed my word **Interface** in several different typefaces and weights. I then printed these pages, and traced over them combining different elements from each.

interface

interface

interface

INTRface

IntrFace

Intrface

INTRFACE

INTRFACE

face

INTRFACE

INTRface

INTRface

INTRface

INTRface

INTRface

INTRface

INTRface

INTRFACE

INTRface

INTRface



EXPLORATION (CONT.)

INTRiace

intrface

INTRface

INTRface

INTRface

INTRface

INTRface

INTERFACE *face*

intrface **face** *face*

INTRface face

INTRface

INTRface interface

EXPLORATION (CONT.)

INTR
FACE

INTR
FACE

INTREDAF

INTR 7029

intrface

FACE

FACE

FACE

FACE

INTRface

EXPLORATION (CONT.)



EXPLORATION (CONT.)

Technology vs. ManKind



INTERFACE

INTR
face

INTR

INTERFACE

INTR

INTR

INTERFACE

INTR

INTR

INTR

INTR

INTR

FACE | INTR

INTR
FACE

REFINED EXPLORATION

After reviewing several of the concepts and listening to critiques provided from others. I took 3 concepts and digitally created them in several variations.



REFINED EXPLORATION SURVEY

During in class critiques there was debate over whether or not the wordmark that most people chose as their favorite, would be read the way it was intended to be read. I created a quick survey to determine how successful the wordmark would be. The results concluded that everyone could read it correctly and that it conveyed the look and feel effectively.

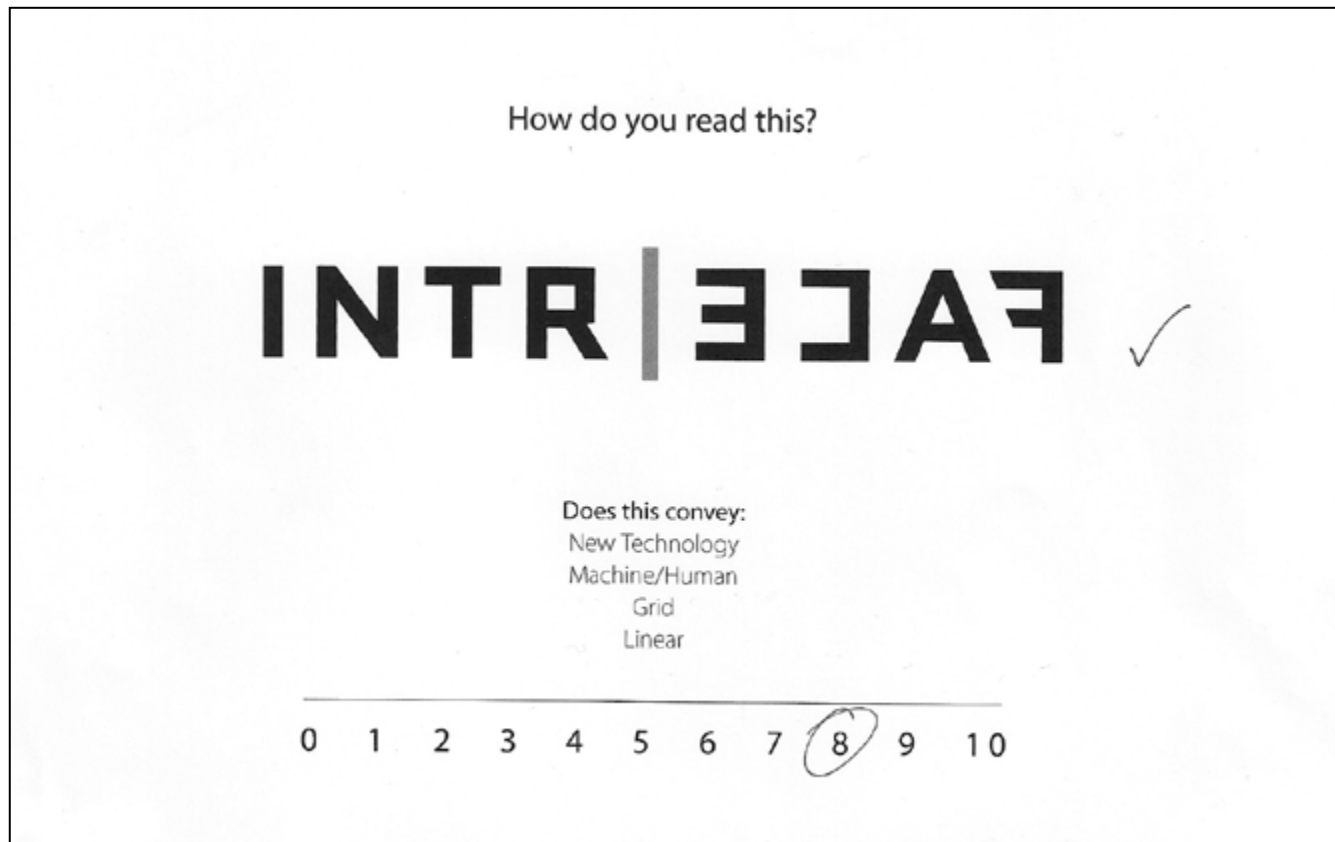
How do you read this?

INTR | ECTAF ✓

Does this convey:

- New Technology
- Machine/Human
- Grid
- Linear

0 1 2 3 4 5 6 7 8 9 10



REFINED EXPLORATION (CONT.)

Black and White

INTR | FACE

INTR | FACE

INTR | FACE

INTR | FACE

INTR | FACE

Color

INTR | FACE

INTR | FACE

INTR | FACE

INTR | FACE

INTR | FACE

INTR | FACE

INTR | FACE

FINAL EXPLORATION

A **INTR | ЭСАА**

B **INTR | ЭСАА**

FINAL WORDMARK

Black and White

INTR | FACE

Color

INTR | FACE