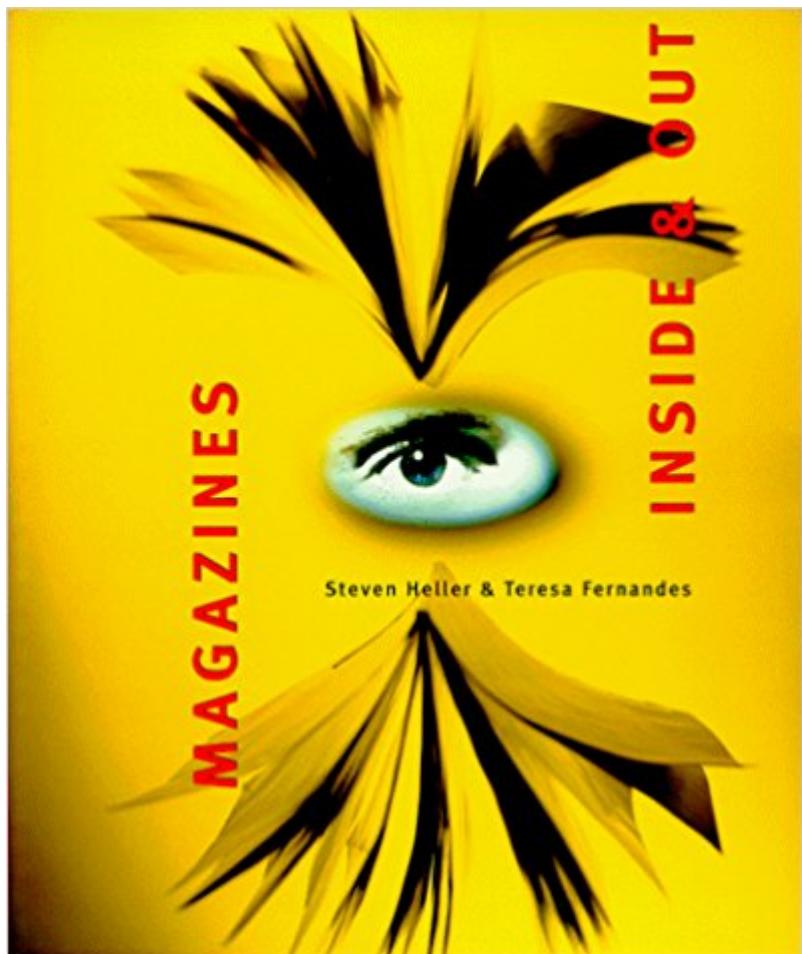


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Magazines Inside & Out



Synopsis

Without design a magazine is merely a melange of disparate elements; with it, it is a disciplined entity. Therefore all magazines are designed. In the 90s there is no longer the golden rule of magazine design. While most magazines maintain formats in which an array of editorial contents are placed, many "alternative" publications are experimenting with totally mutable design schemes, and sometime overall sizes and shapes. For some, consistency has become the hobgoblin of creativity; for others it's a must. This book represents the diverse visual approach practiced today. This book shows how various methods are practices; how current styles are reinterpreted by different designers; how unique design identities are established; and how conceptual thinking pervades the design of the best magazines.

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This survey of mid '80s to mid '90s magazine design is notable for the breadth of examples -- some 70 different titles. Most of these are given their own spread, with a few hundred words about each, several sample covers and several sample interior spreads. As with most books of this kind, art and design titles tend to dominate, along with lifestyle, and culture, although other categories include news and business, as well as science and technology. Most of the titles are from the U.S., with the typical smattering of European titles (is there any book on magazines that doesn't include Bennetton's "Colors"?), an Asian title and a few Brazilians. The text is good when it isn't marred by the numerous typos and occasional references to design features that aren't apparent in the sample images. In fact, a recurring problem with the book is the size of the sample images. Many are too small to adequately present the design solutions, and the book would have been better served by fewer, but larger, reproductions. Overall, a useful survey, but some ten years on, a bit dated.

This introductory survey at magazine editorial direction and design layout is divided into five sections to give a brief discussion on magazines in various categories: Art, architecture and design; news and business; lifestyle; science and technology; and culture. Each survey on a particular magazine is only given a two- page overview with just a few words and some irrelevant pictures chosen from the mag. Though some points are insightful, further elaborations are lacking.

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