

David Bester Tells Stories

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Sample Magazine

Initial design / layout schedule

* fields in black denote action required by client

* fields in red denote action required by design team

Weeks One & Two

_____ Research and prepare initial design directions

_____ Refine editorial; identify and assign any necessary writing **

Week Three

_____ Back and forth to determine paper / binding options

_____ Present initial design directions – logos and covers

_____ Back and forth to determine size and advertising specs

Week Four

_____ Confirm size and advertising specifications

_____ Presentation of revised design concepts

_____ Presentation of final concepts

_____ Sign off on logo and cover

_____ Editorial review of features & departments

_____ Refine design direction

Week Five

_____ Review final design direction in colour

_____ Sign-off on final design direction

_____ Closing date to Editorial **

** These steps are important if you are planning to move from initial design / layout straight into production. You might be tempted to use 'real' content in the sample designs. Don't. It's too important to get the templates right and mixing in real content will not speed things up. At all.

Sample Magazine

Production / workback schedule

* fields in bold denote action required by client

WEEK ONE

- ___ HOLIDAY (CANADA & US)
- ___ Review Editorial / TOC including # of pages & ads
- ___ Request writer/photographer release form from client's legal dept
- ___ Sign-off on Critical Path

WEEK TWO

- ___ Begin info / sales kit to share with partners
- ___ Brainstorming session with client business units
- ___ Email request for product info (images / specs) to all business units
- ___ **Writer/photographer release due from client legal**

WEEK THREE

- ___ Refine editorial content based on feedback from business units
- ___ Assign initial stories to writers
- ___ Editorial review with Design Team

WEEK FOUR

- ___ Assign remaining stories to writers
- ___ Review 1st Draft Pagination
- ___ **Sign off on final info / sales kit**

WEEK FIVE

- ___ RELIGIOUS OBSERVANCE (CANADA & US)
- ___ **Sign-off on Editorial / TOC**
- ___ Editing – 1st round of articles
- ___ **Send Info Kit to partners (requesting partner ads)**

Sample Magazine

Production / workback schedule

* fields in bold denote action required by client

WEEK SIX

- ___ CIVIC HOLIDAY (US); CIVIC HOLIDAY (CANADA)
- ___ Editor begins forwarding content to Design Team
- ___ Review 2nd Draft Pagination

WEEK SEVEN

- ___ Closing date to Editorial (all articles due)
- ___ Editing – 2nd round of articles
- ___ Identify and research photography / illustration options
- ___ Production of first pages (first proof) begins

WEEK EIGHT

- ___ Production of first pages (first proof) continues
- ___ **Final Pagination – Sign Off**

WEEK NINE

- ___ Editor forwards all content to Design Team
- ___ Proof reading of text-only draft
- ___ Editor forwards text-only content to business units for review
- ___ Editor forwards text-only content to Legal for review
- ___ Review of text-only content by business & legal
- ___ Refinement of first pages (first proof) continues

WEEK 10

- ___ **Partner Ads due**
- ___ Commission photography / illustration
- ___ Review of first proof by business units & legal continues
- ___ Refinement of first pages (first proof) continues

Sample Magazine

Production / workback schedule

* fields in bold denote action required by client

WEEK 11

- ___ Changes from business units & legal due
- ___ Changes from business units & legal incorporated into first proof
- ___ Photography / illustrations acquired
- ___ Proof reading (3rd party) & updating of first proof

WEEK 12

- ___ **INDUSTRY EVENT** (assume everyone unavailable)
- ___ **Client and partner info (approved images and products) due**
- ___ Client and partner info (specs and images) incorporated in to first proof

WEEK 13

- ___ First proof to Editor-in-Chief – hard copy
- ___ .pdf versions distributed for partner & internal feedback
- ___ Review of first proof by Editor-in-Chief, partners & business units
- ___ Production on second proof begins (refining content, images, partner ads)
- ___ **Partner Ads shared for approval**

WEEK 14

- ___ Review of first proof by partners & business units continues
- ___ Production on second proof continues (refining content, images, ads)

WEEK 15

- ___ **All change requests to first proof due (partners, internal units)**
- ___ Change requests incorporated into second proof
- ___ Hard copy of second proof delivered for review to legal
- ___ **Approvals due on all Partner Ads**

WEEK 16

- ___ **All change requests to second proof due (legal & editorial)**
- ___ Production on final proof begins (refining content)

Sample Magazine

Production / workback schedule

* fields in bold denote action required by client

WEEK 17

- ___ Final change requests incorporated into final proof
- ___ Final proof review by Editor-in-Chief (hard copy)
- ___ **Final Sign-off by Editor-in-Chief**

WEEK 18

- ___ Produce final electronic artwork for printer
- ___ ***** Electronic archiving of all files (so very important)**
- ___ Files delivered to printer
- ___ Proofs, finishing & printing begins

WEEK 19

- ___ STATUTORY HOLIDAY
- ___ Proofs, finishing & printing continues

WEEK 20

- ___ Copies delivered to central retail distribution point

WEEK 21

- ___ Retailer distribution to store locations

WEEK 22

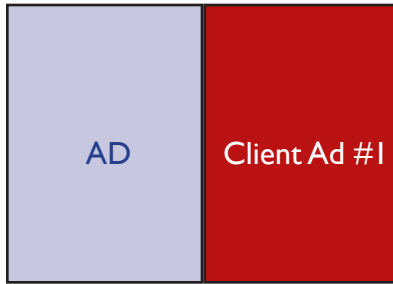
- ___ HOLIDAY (CANADA & US)
- ___ Sample Issue available

Sample Magazine

Pagination (66 pages)

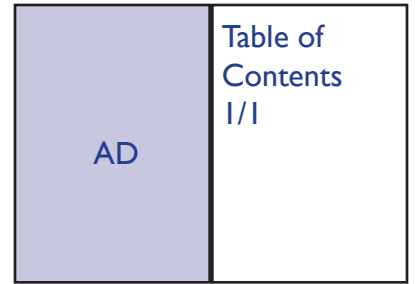


Cover



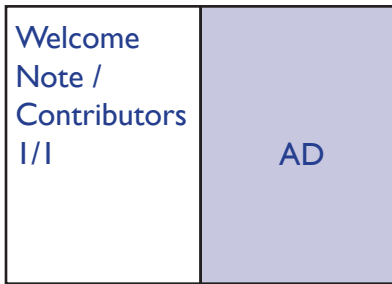
IFC

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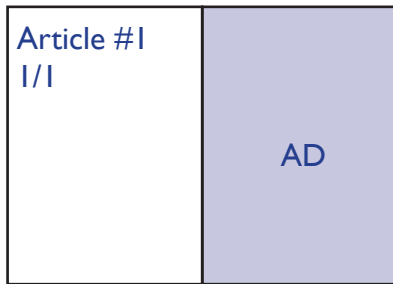
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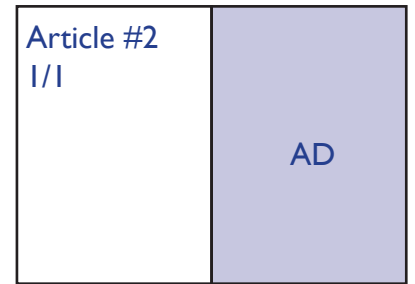
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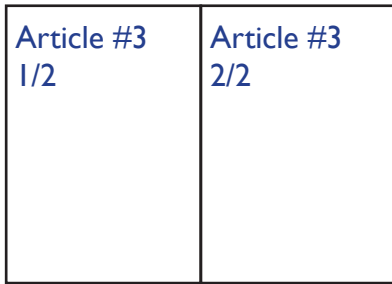
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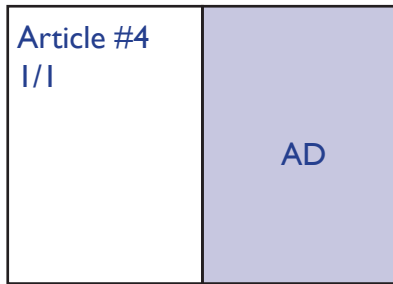
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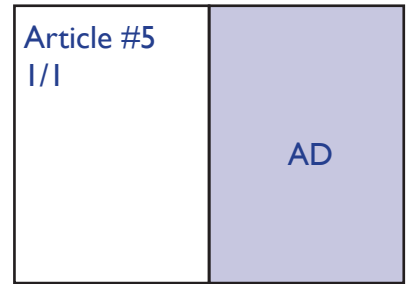
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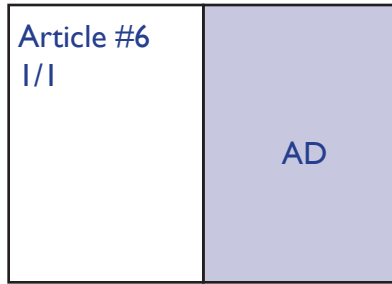
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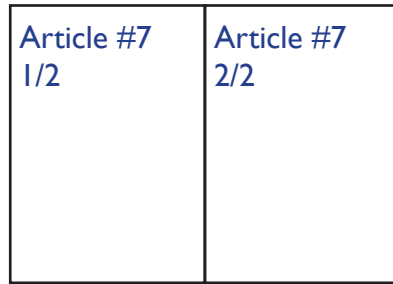
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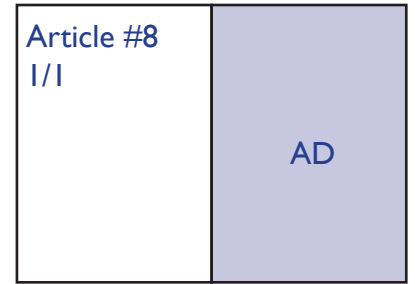
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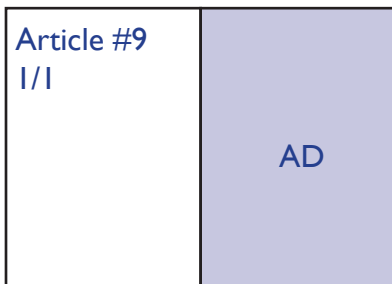
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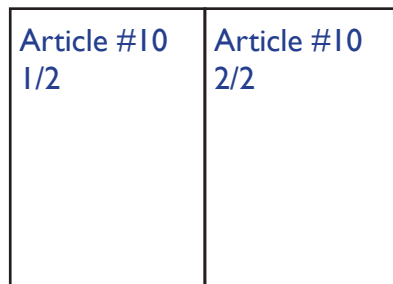
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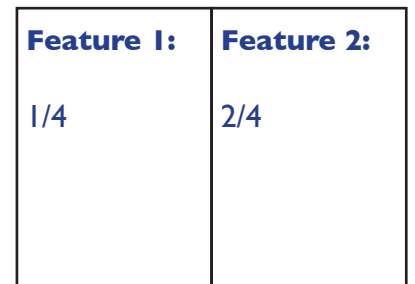
24

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28

29

Sample Magazine

Pagination (66 pages)

Feature 1: 3/4	Feature 1: 4/4
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30

31

AD	Feature 2: 1/3
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32

33

Feature 2: 2/3	Feature 2: 3/3
--------------------------	--------------------------

34

35

AD	Feature 3: 1/3
----	--------------------------

36

37

Feature 3: 2/3	Feature 3: 3/3
--------------------------	--------------------------

38

39

AD	Feature 4: 1/3
----	--------------------------

40

41

Feature 4: 2/3	Feature 4: 3/3
--------------------------	--------------------------

42

43

AD	Feature 5: 1/4
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44

45

Feature 5: 2/4	Feature 5: 3/4
--------------------------	--------------------------

46

47

Feature 5: 4/4	AD
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48

49

Feature 6: 1/3	Feature 6: 2/3
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50

51

Feature 6: 3/3	Client Ad #2
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52

53

Special Offer	AD
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54

55

Article #1 I 1/2	Article #1 I 2/2
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56

57

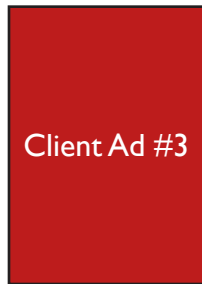
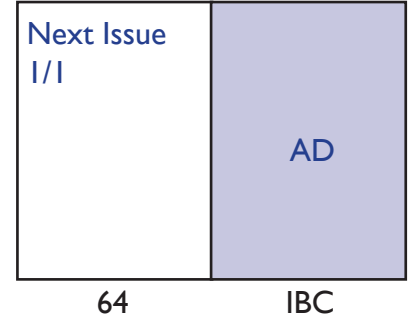
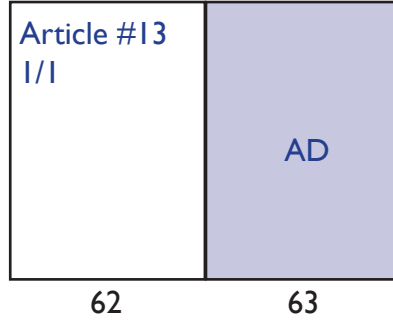
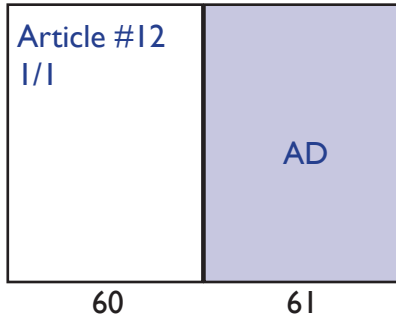
Advertiser's Index	AD
Subscription Details	

58

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Sample Magazine

Pagination (66 pages)



Client Ad #3

Back Cover