



MASTHEAD - This is the recognizable title of the magazine and all the important information about it. Usually at the top and should be easy to read. Lettering style is very important.

TEASERS - to get you to look inside. Often a list of articles and sometimes a graphic blob or banner with a special statement. Can go anywhere, but is usually to one side or the other.

IMAGE - Cover artwork is large and fun. Sometimes clever, but always interesting.

SPACE - Empty areas lend emphasis to the image and the text.

LIVE AREA - Always have a border all the way around (1/2" or so) with all important items inside it. Large images or color can run off the edge though.

→ **BRAINSTORM** - Write several title ideas and tag lines for your magazine. Choose the one you like best.

1		
2		
3		
4		

→ **DESIGN** - Draw small versions of 3 magazine cover ideas. Make each one different, but use the elements shown above.