PROJECT #3: MAGAZINE DESIGN

Gabrielle Siegfried

MAGAZINE PROPOSALS

*not chosen

LITERATURE MAGAZINE*

"Bookends" | 1.5:5 ratio

The proposed design for the literature magazine would feature a classic and simple layout, with a focus on high-quality writing and thoughtful book recommendations. The magazine would encompass reviews and interviews with established and new authors, literary criticism, and even essays exploring contemporary issues in literature. Overall aesthetic would be elegant and understated with a timeless aesthetic, focusing on providing readers with insights into the world of books and literature. Images would be used sparingly and purposefully, with a focus on book covers, author portraits, and other visuals related to the world of books.

ARTS MAGAZINE*

*not chosen

"Canvas Collective" | Undecided ratio

The proposed design for the art magazine, Canvas Collective, would have a classic and sophisticated feel, drawing inspiration from the museum designs. The integration of typography and imagery would be the main design focus. The magazine would showcase both renowned artists from the past and new and exciting young artists, with content including features on artists, critical essays, and interviews with art world insiders. The cover of each issue would feature a prominent work of art, and the magazine would be organized into themed sections that use a strict grid-based layout reminiscent of museum displays. The overall effect would be a magazine that feels like a work of art in itself, with a timeless design that celebrates the beauty and power of art.

FILM MAGAZINE

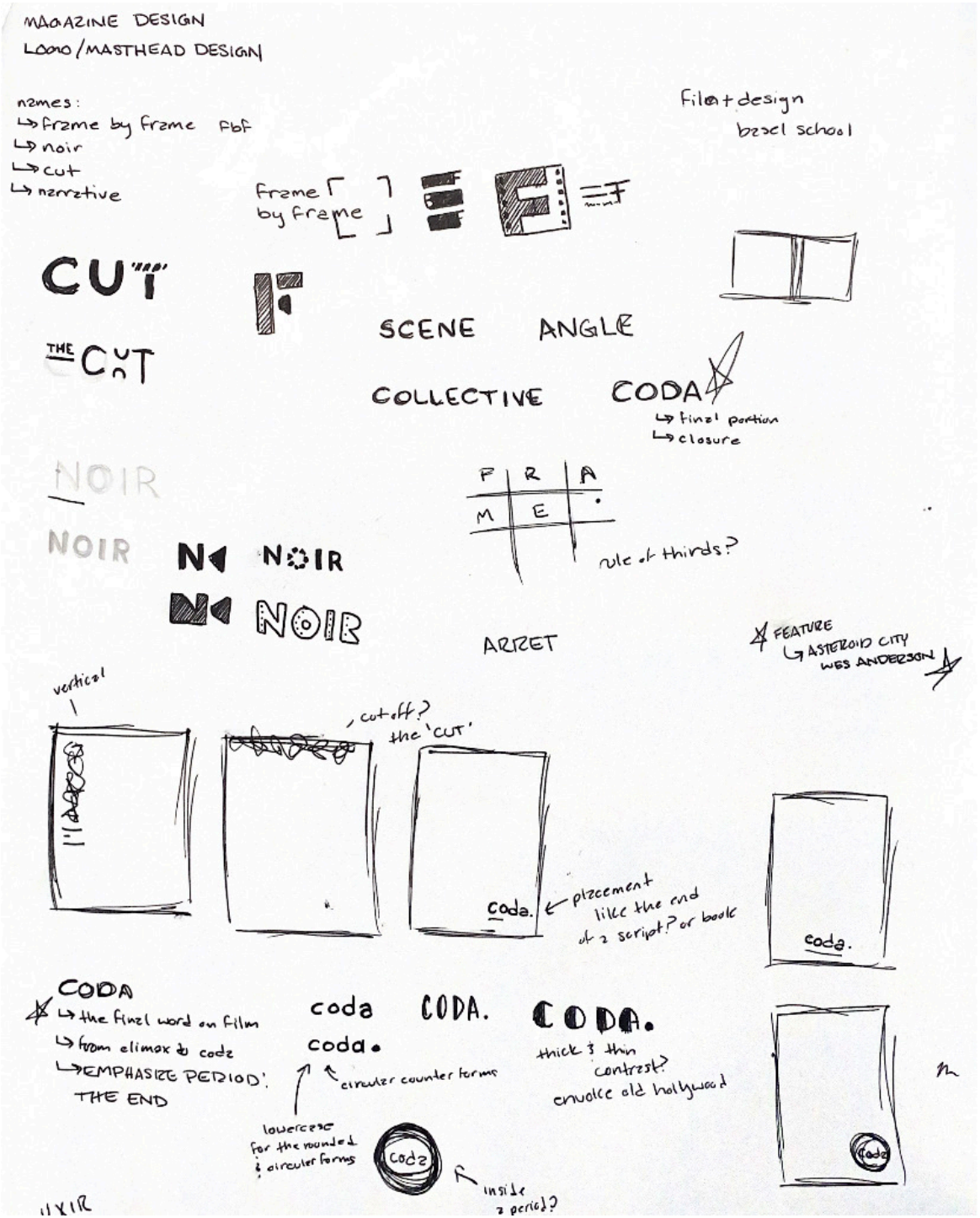
"Coda" | 16:9 ratio

The proposed design for the film magazine would prioritize striking visual elements and clear, concise written content about both classic and new films. The magazine content would feature high-quality film stills and original artwork, along with interviews with actors, directors, and industry insiders, reviews of new releases, and deep dives into classic and overlooked films. The overall aesthetic would combine type and image, while being bold, modern, and clean, with a focus on engaging readers who are passionate about film and cinema.

LOGO EXPLORATION

coda: a concluding part of a film. something that serves to conclude.

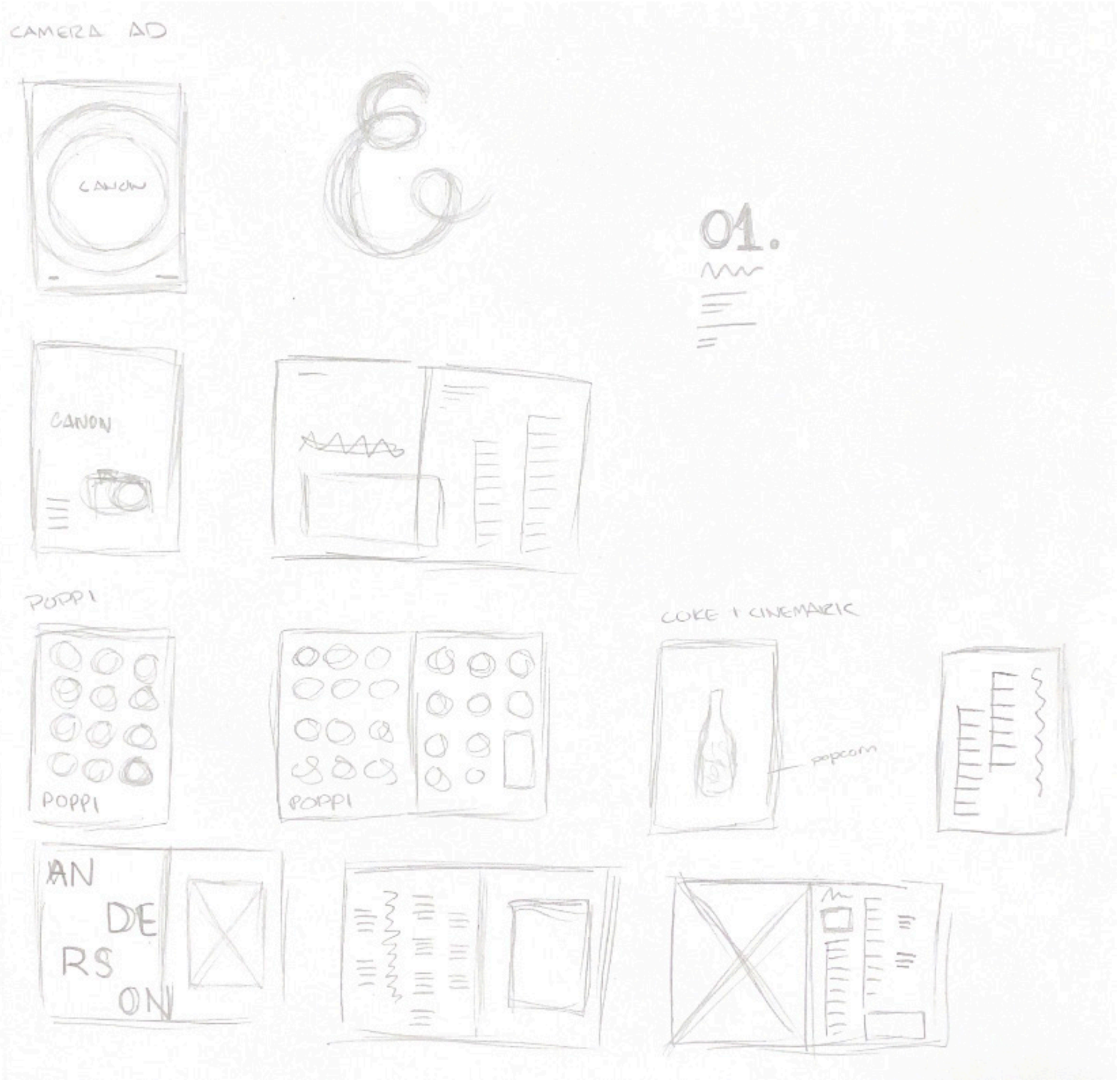
MASTHEAD IDEATION



coda.

THE FINAL WORD ON **FILM**

SKETCHES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CANON
POPPI
POPPI
POPPI
COKE + CINEMARK
popcorn
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MAIN COLORS & TYPOGRAPHY

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Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
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FUTURA

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ARCHER

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0 1 2 3 4 5 6 7 8 9

DESIGN EXPLORATIONS/DIGITAL SKETCHES

Initial spread ideation, rough layouts

a look inside the mind of

WES ANDERSON

by john clifford

"In a world that often feels dark and uncertain, *Wes Anderson's* movies are a ray of light, and a reminder that there is still magic to be found in the world."

BY ASHTON IRWIN

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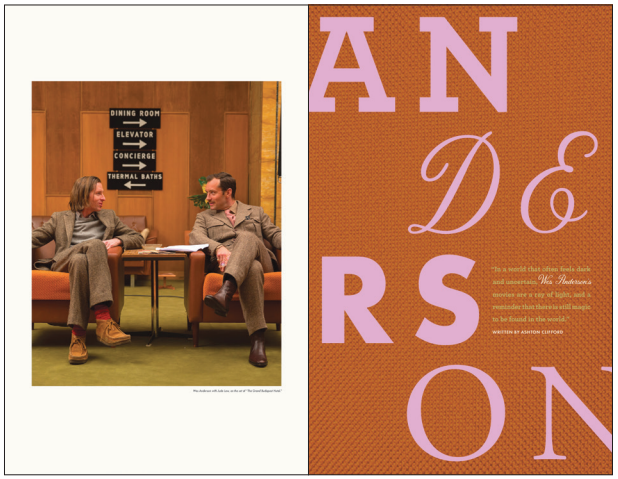

Wes Anderson with Jude Law, on the set of "The Grand Budapest Hotel"

AN
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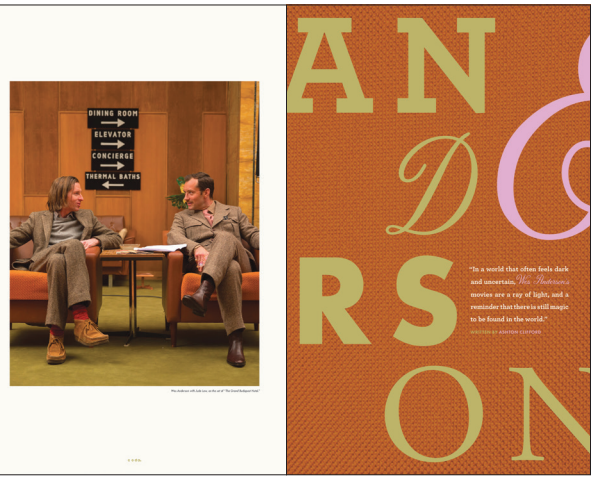

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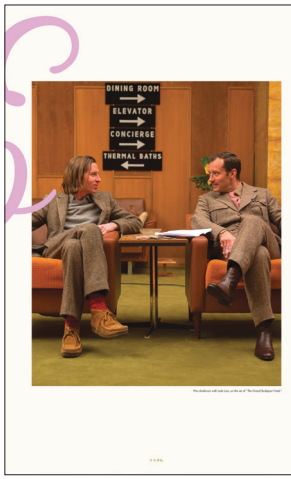

Wes Anderson with Jude Law, on the set of "The Grand Budapest Hotel"

"I've never had a movie that got great reviews."

Wes Anderson & Bruce Lee watching set of "The Fantastic Dolphin"

W es Anderson is one of the most distinctive and ever-idiosyncratic filmmakers working today. With a unique visual style, deadpan humor, and a fun penchant for quirky characters, Anderson's films have developed a highly-devoted following and earned critical acclaim. His filmography includes cult classics like "Rushmore" and "The Royal Tenenbaums," as well as acclaimed hits like "The Grand Budapest Hotel" and "Fantastic Mr. Fox."

His films are known for their highly stylized visual aesthetic, featuring meticulously crafted sets, costumes, and cinematography. His films often have a whimsical, nostalgic quality, with a focus on details and an attention to the past. In his own words, Anderson describes his style as "a form of personal expression that is.

Many of Anderson's films explore themes of family, loss, and nostalgia. His characters are often outsiders or misfits, struggling to find their place in the world. According to Anderson, "I think my films are about people who are searching for some kind of meaning in their lives.

They're trying to figure out who they are and what they want, and they often don't know where to look." Anderson's films are also notable for their unique brand of deadpan humor. His characters often speak in dry, matter-of-fact tones, delivering witty lines with a straight face. According to Anderson, he is "I think humor is a way of coping with difficult situations. My characters often find themselves in awkward or uncomfortable situations, and humor is a way for them to deal with that." I developed a devoted following and earned critical acclaim. His filmography includes cult classics like "Rushmore" and "The Royal Tenenbaums," as well as acclaimed hits like "The Grand Budapest Hotel."

His films often have a whimsical, nostalgic quality, with a focus on details and an attention to the past. In his own words, Anderson describes his style as "a form of personal expression that is. With a unique visual style, deadpan humor, and a fun penchant for quirky characters, Anderson's films have developed a highly devoted following and earned critical acclaim. His filmography includes cult classics.

One of the most notable features of the film is its neat meticulous visual design. Anderson's use of bold colors, intricate set designs, and quirky camera angles create a surreal and stylized world that is found as charming. Each shot is carefully composed to highlight the unique idiosyncrasies of the characters and their surroundings, and the film's unique aesthetic has become synonymous with Anderson's style.

Anderson is a filmmaker with a distinct vision and is dedicated to his craft. As he puts it, "I try to make films that are personal and honest, that come from a place of sincerity. I don't know if I always succeed, but that's what I'm aiming for." His films are beloved by many, and his influence can be felt in the work of many younger filmmakers. As one quote attributed to Anderson puts it, "I just want to make movies that make people happy, or at least, not too unhappy."

In a world that often feels dark and uncertain, Anderson's movies are a ray of light, a reminder that there's still magic to be found in the world. Whether he's exploring the inner lives of teenagers or the eccentricities of a dysfunctional family, Anderson always manages to find the beauty and the wonder in life's most unexpected moments.

WES

ANDERSON

01
BOTTLE ROCKET
1996.
Three friends plan a heist to break into a bookstore and become master thieves, but their inexperience and personal problems lead to chaos.

02
RUSHMORE
1998.
A high school student falls in love with a teacher while navigating his busy extracurricular activities and his unconventional relationships.

03
THE ROYAL TENENBAUMS
2001.
A very dysfunctional family of former child prodigies reunite when their patriarch hides a serious terminal illness to gain their sympathy, leading to a poignant and funny exploration of family and their dynamics.

04
THE LIFE AQUATIC
2004.
An eccentric oceanographer sets out on a quest to investigate his partner's death and find a mysterious shark, encountering bizarre characters and surreal situations along the way.

05
THE DARJEELING LIMITED
2007.
Three estranged odd brothers reunite for a train trip across India in search of spiritual enlightenment and reconciliation, navigating cultural differences and their own personal conflicts.

06
THE FANTASTIC MR. FOX
2009.
A crafty fox and his animal friends outwit three farmers in order to survive, in a whimsical stop-motion adventure full of humor and heart.

07
MOONRISE KINGDOM
2012.
Two young lovers run away from their New England town, sparking a search party led by the girl's scout master, in a charming and nostalgic coming-of-age story.

08
THE GRAND BUDAPEST HOTEL
2014.
A concierge and his protege become embroiled in a theft and murder mystery at a grand European hotel, in a visually stunning and witty tribute to classic cinema.

09
ISLE OF DOGS
2018.
In a dystopian future Japan, a young boy searches for his lost dog on a garbage island of canine exile, in a darkly comedic and visually inventive tale.

10
THE FRENCH DISPATCH
2021.
A collection of stories from a French newspaper bureau, featuring an eclectic cast of characters and whimsical adventures, in an homage to journalism and storytelling.

His filmography is known for its quirky characters, its wes-signature visual style, and its unique blend of humor, nostalgia, and nostalgia. Anderson's films often explore themes of family, loss, and nostalgia, and his films have developed a highly devoted following and earned critical acclaim.

Wes Anderson with Tom Wilkinson, on the set of "The Grand Budapest Hotel"

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"In a world that often feels dark and uncertain, *Wes Anderson's* movies are a ray of light, and a reminder that there is still magic to be found in the world."

Wes Anderson with Jude Law, on the set of "The Grand Budapest Hotel"

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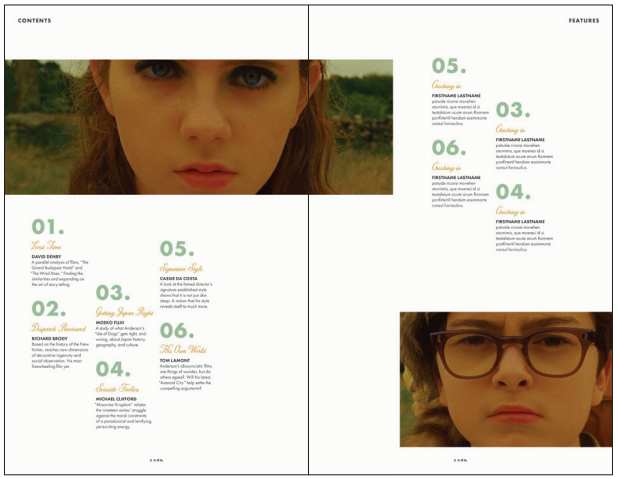
WRITTEN BY ASHTON CLIFFORD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Seaside Tedium
MICHAEL CLIFFORD
05.
Signature Style
CASSIE DA COSTA
06.
The Own World
TOM LAMONT

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Checking in
FIRSTNAME LASTNAME
03.
Checking in
FIRSTNAME LASTNAME
06.
Checking in
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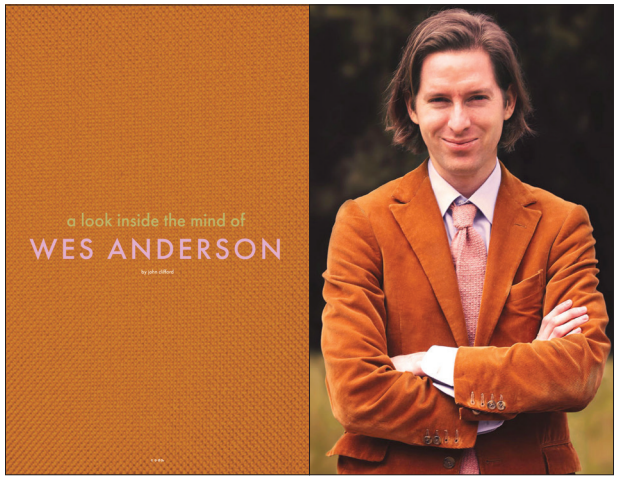
Checking in
FIRSTNAME LASTNAME


a look inside the mind of
WES ANDERSON
by John Clifford

ANDERSON
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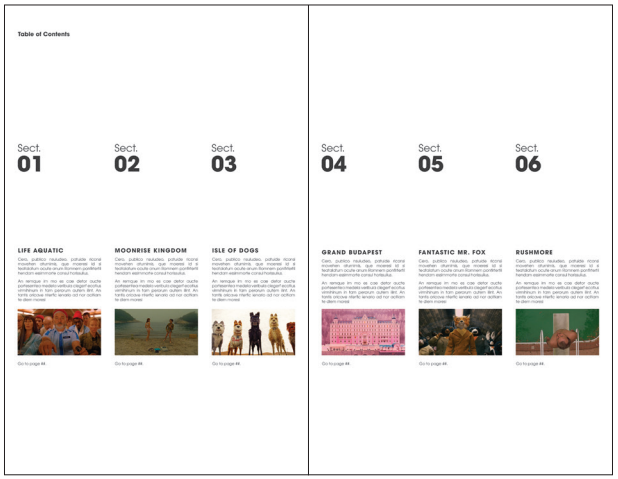
MOONRISE KINGDOM
2012.
08
THE GRAND BUDAPEST HOTEL
2014.
09
ISLE OF DOGS
2018.
10
THE FRENCH DISPATCH
2021.
"I've never had a movie that got great reviews."

Released On
Moonrise Kingdom
Starring
Ralph Fiennes
Tony Revolori
Saoirse Ronan
Bob Balaban
Adrien Brody
Willem Dafoe
Jeff Goldblum
I LOVE YOU, BUT YOU HAVE NO IDEA WHAT YOU ARE TALKING ABOUT.
WES ANDERSON: THE MASTER OF QUIRK AND WHIMSY

Film
08
GRAND BUDA-PEST HOTEL
Checking In:
Starring
Ralph Fiennes
Tony Revolori
Saoirse Ronan
Bob Balaban
Adrien Brody
Willem Dafoe
Jeff Goldblum
Released On
March 28, 2014

Film
03
THE ROYAL TENENBAUMS
Playing the Game of Life:
Starring
Gene Hackman
Gwyneth Paltrow
Ben Stiller
Owen Wilson
Anjelica Huston
Released On
December 14, 2001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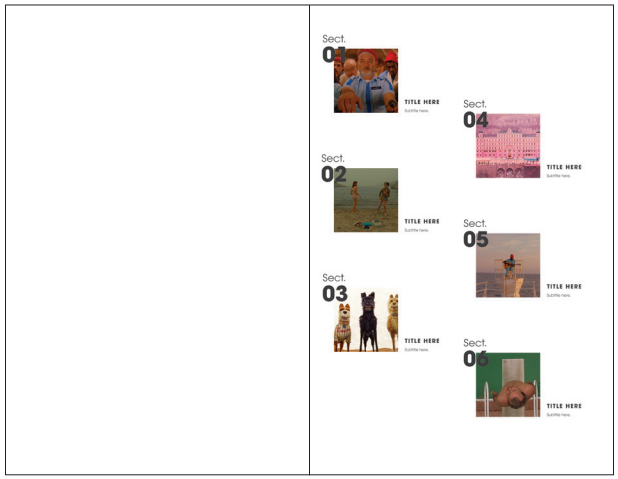
RUSHMORE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contents
01 ANDERSON a subtitle would go here.
02 NOLAN a subtitle would go here.
03 GERWIG a subtitle would go here.
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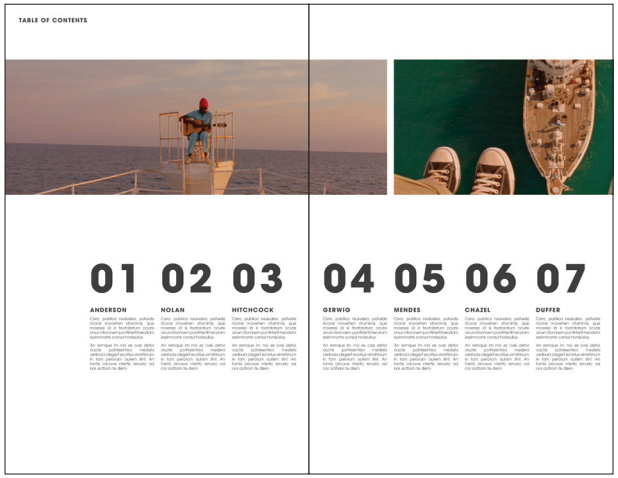
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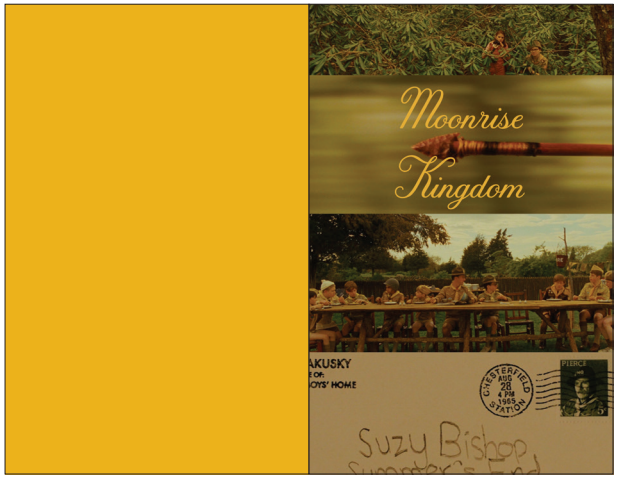
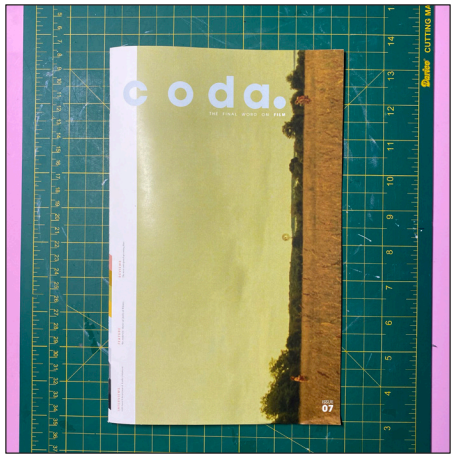

Moonrise Kingdom
Suzy Bishop

INITIAL MOCKUP

Initial mockup


coda.

01.
Editor Notes
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Narrative
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The Chair
04.
Interviews
05.
Contributors
06.
Reviews
07.
Resolution

THE GRAND BUDAPEST HOTEL
THE GRAND

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bubbles with benefits.

THE ROYAL TENENBAUMS

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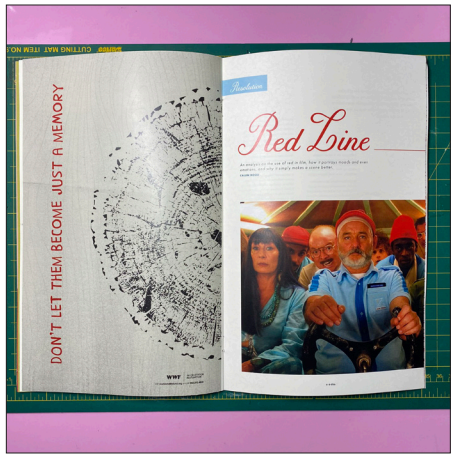
DINING ROOM
ELEVATOR
CONCIERGE
THERMAL BATHS

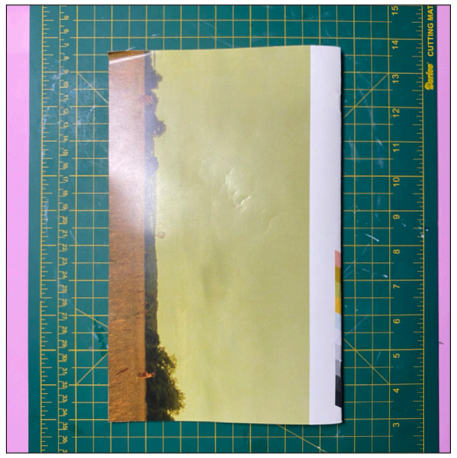
QUIRKY &
"I never had a movie that got great reviews."

WHIMSICAL


DON'T LET THEM BECOME JUST A MEMORY
Resolution
Red Line

Coca-Cola

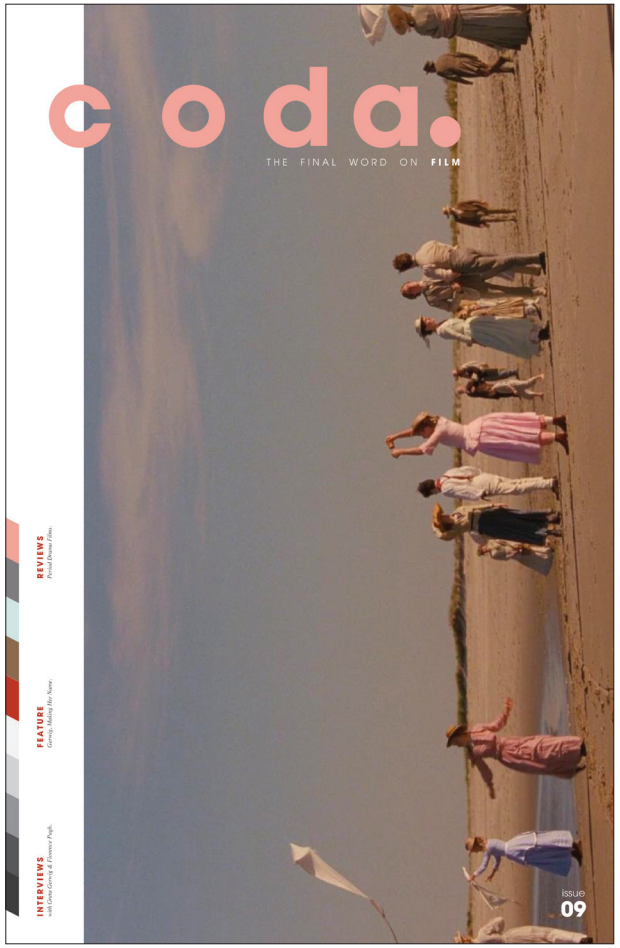
Where to Start

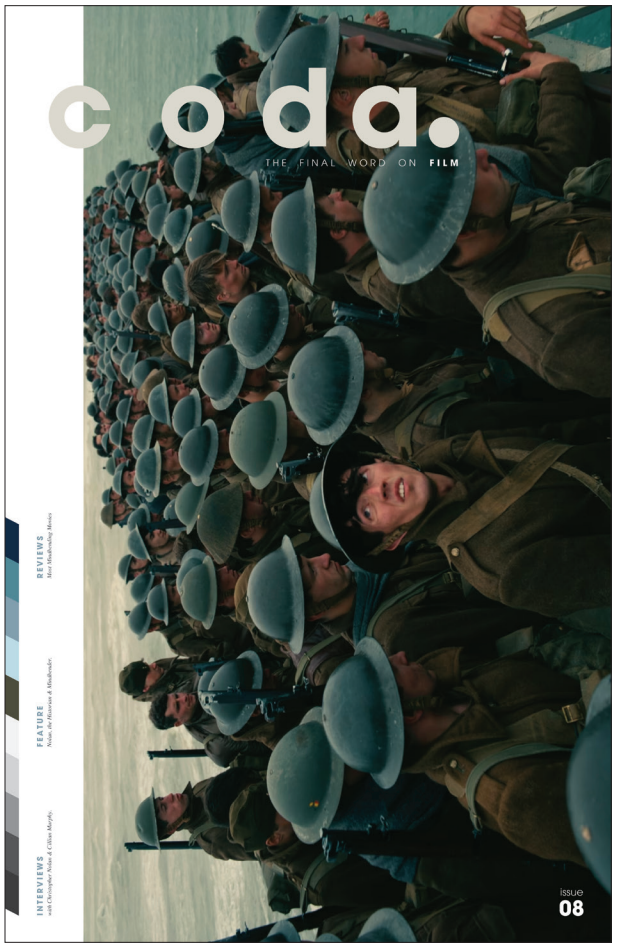


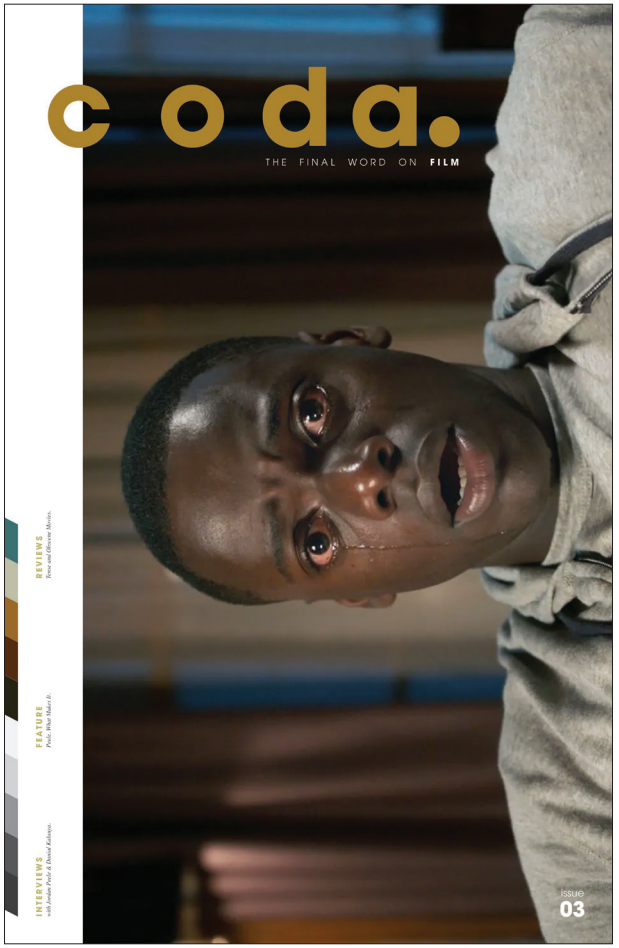
FINAL DESIGNS

Cover variations, spreads, feature, advertisements, etc.

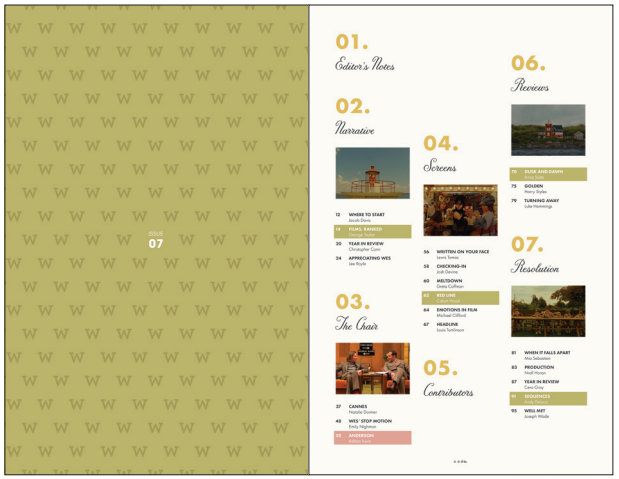
THREE COVER VARIATIONS

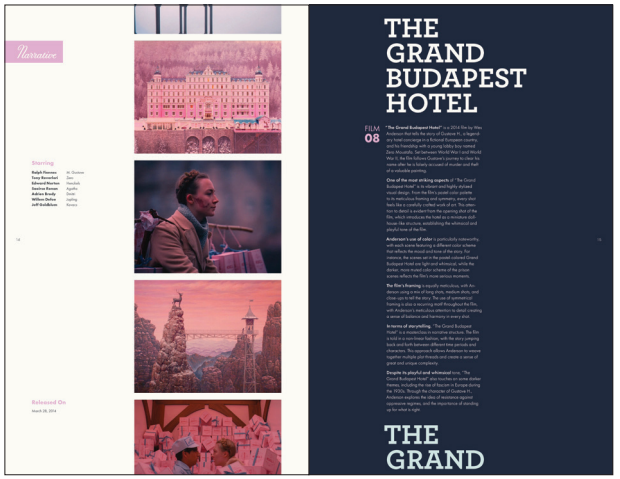


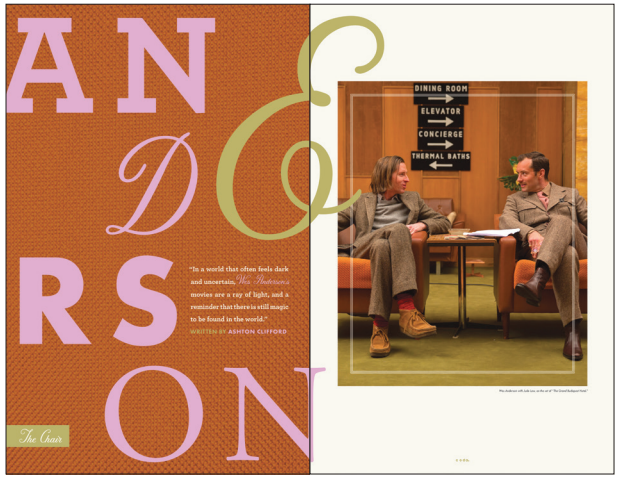




FULL MAGAZINE IN ORDER







FULL MAGAZINE IN ORDER

FULL COVER

coda.
THE FINAL WORD ON FILM
REVIEWS
The most anticipated upcoming films...
FEATURE
Wes Anderson
INTERVIEWS
with Anna Schwartzman & Scarlet Johansson
ISSUE
07

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coda.

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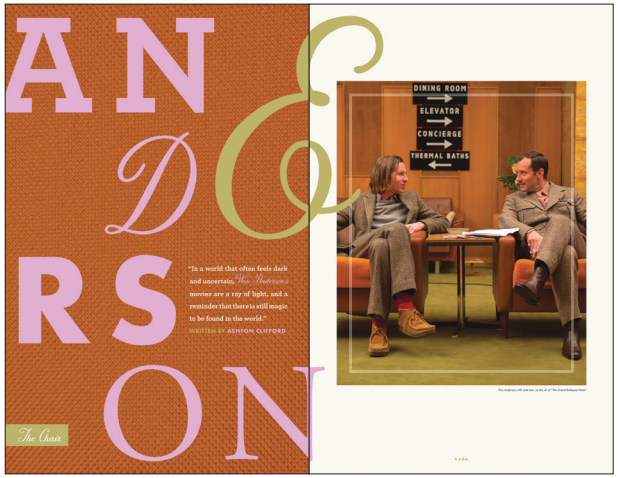
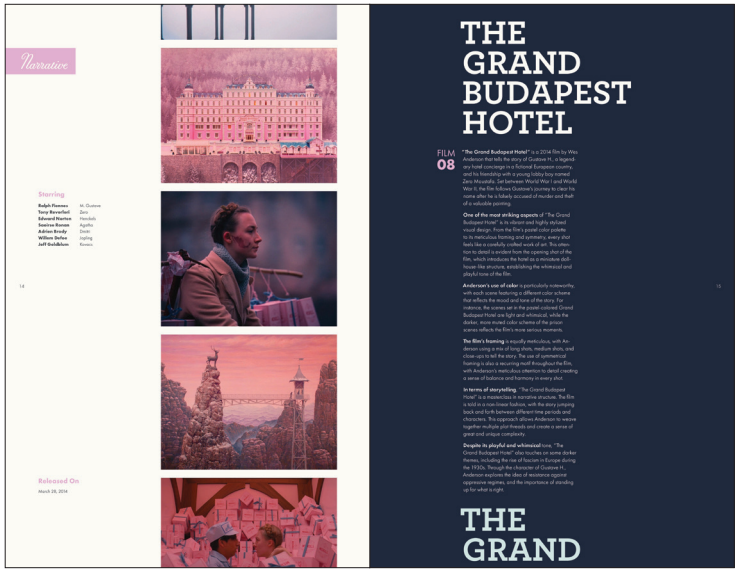
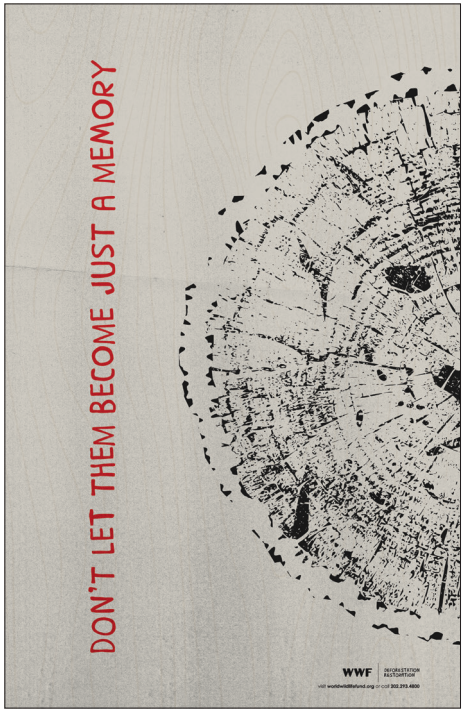
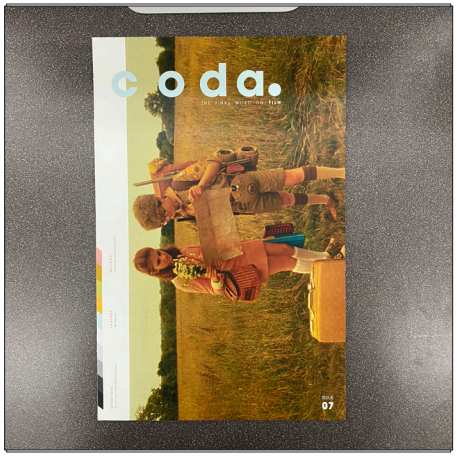


DEPARTMENT PAGES / SPREADS



ADVERTISEMENTS

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THE FINAL WORD ON FILM
ISSUE 07

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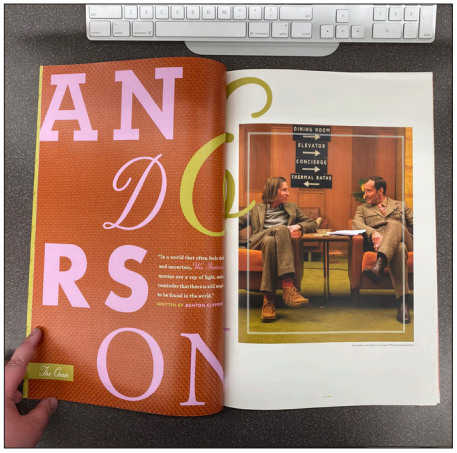
THE GRAND BUDAPEST HOTEL
THE GRAND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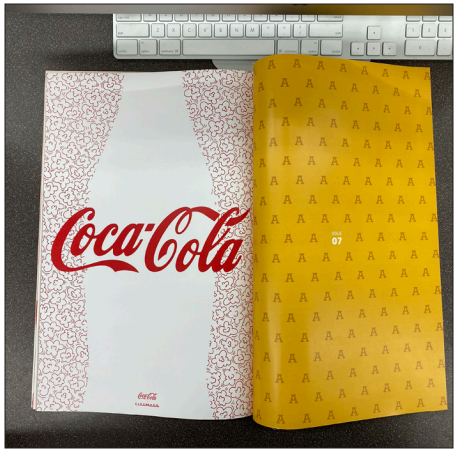
Coca-Cola

INTERACTIVE

https://indd.adobe.com/view/df29d5a8-0dbe-47e9-9de0-2c697fe50219

END

Thank you!