Anatomy of a Magazine Layout

Page elements can be divided into two basic categories: architecture (grid, margins, standing heads, folios, typographical style sheets, etc) which stay consistent issue to issue and content, which changes with each page and each article. This handout looks at both, introducing students to the basic vocabulary of publication design. While much of periodical design concerns style, which may seem trivial by definition, a consistently style is necessary, helping to create a magazine’s brand or identity. Readers rely upon, even when they do not notice the design decisions that make an isolated page function as part of a larger whole.

Democrat John Lynch
strong favorite to win
in New Hampshire’s
governor. But nobody anticipated his party’s legislative landslide.

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Anatomy of a Magazine Layout (continued)

Opening spreads are billboards, coaxing readers to tuck into the story to follow. However, subsequent pages must keep the momentum going—offering the reader visual interest, intellectual stimulation and entertainment. Readers will put the magazine down or flip to something else if they don’t perceive value.

Larger than captions, pull quotes are used to explain a photo or put words into the mouth of the person shown. Pull quotes, decks, subheads and captions all fall under the broad category of points of entry—call-out text that invites the reader into the story.

Most text in a magazine is in a single size, style and leading referred to as body or text.

America on November 6 took place in greatly exaggerated terms in New Hampshire. The story was somewhat the same question. Was this a fluke occurrence or a flash of

Democrat made historic gains in state legislative races—on both sides—depending on which statistics you consider. The total gains in legislative seats for the Democrats, around 15 percent among the bigger on record—the parties matched or topped recent results. This year, 2003, saw the closest election being the restriction of Tom Paworny, Minnesota's GOP governor. Michigan, Wisconsin, Ohio and Pennsylvania, large and crucial states, each would be a Democrat for governor and improved Republican the insurance companies. Oregon to the legislature, if Democrats can consolidate those gains, they would become the dominant party in the American government—perhaps one of the most decades—and perhaps a natural advantage in presidential and parliamentary elections as well.

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Typographical Design & Vocabulary—mind the details

You know many of these terms from typography class, but may have trouble applying them to your own writing. However, it’s critical to use vocabulary correctly and consistently for clarity of communication. This guide is by no means exhaustive, see Bringhurst or another good type reference for a more complete list.

Los Angeles is home to one of the best-organized and most politically sophisticated labor movements in the nation, and the ordinance, calling for a wage floor of $9.39 per hour with health insurance or $10.64 without it, had easily passed the city council the month before. It had the public backing of Mayor Antonio Villaraigosa, himself a former union leader. The hotel owners had launched a drive to overturn it by referendum, arguing that the city had no business imposing a living-wage requirement on companies that weren’t directly doing business with local government.

On the last afternoon of the protest, Villaraigosa put in an appearance with the workers, to express his support and hand out...