

EDITORIAL DESIGN



eLearning Academy
EDITORIAL DESIGN

COURSE MODULE

MENTOR

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EDIT

Intro & Client Review-Inspiration

Course Overview

Magazine Design Anatomy

- ✦ *Information Architecture*
- ✦ *Grid Setting*
- ✦ *Margins & Bleeds*
- ✦ *Standing Heads*

Magazine Cover Design Anatomy 1-2

- ✦ *brand*
- ✦ *identity*
- ✦ *Content Issue*

Standard Layout & Format of Magazine

High Impact Images

- ✦ *Depth of Field*
- ✦ *Rule of Thirds*
- ✦ *Lighting and Contrast*
- ✦ *Original Photography*

Elegant Typography & Context

- ✦ *Fonts & typefaces*
- ✦ *Contrast & Consistency*
- ✦ *White space & Alignment*
- ✦ *Color & Hierarchy*

Live Workshop on Magazine Design

Magazine Design Problem & Solution

Concept of Portfolio Design

Live Workshop on Portfolio Design

Project Showcase for Self Branding

Work Opportunities | Freelance Marketplace | Direct Client Hunting

The way of Effective Client Communication

Project Requirement, Budget & Negotiation

Real Life Case Study for Freelancing

Food Magazine Design Live Project | Adobe InDesign

Tips & Tricks