



Designing Magazines: Inside Periodical Design, Redesign, and Branding

Jandos Rothstein

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How does a designer create graphic solutions to the behind-the-scenes editorial challenges at a magazine? *Designing Magazines* is the complete guide to understanding the inner workings of magazines and their day-to-day management--and a great guide to using that knowledge to create visually stunning, editorially effective magazines, in both new designs and rebranding. Thirty-five experienced editors, designers, and consultants, all at the top of their fields, present their insights on the goals and process of magazine design. Chapters focus on problems faced by designers, ethical considerations, the future of the field, and many more relevant but rarely discussed issues. A look at magazines that have risen above the crowd to achieve special social importance--and how design has been a part of that success--provides additional inspiration for magazine designers everywhere.

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