

FIRST

a digital magazine with a difference

Caroline Innes
W11000611
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the brief

For this project, I decided to engage with a new design problem and create a prototype.

Following on from my fashion focused Personal Project 01, I decided to look at other design issues within the fashion industry. Being an avid magazine reader myself, I have always read and subscribed to traditional print magazines. After receiving free digital subscriptions to the likes of Vogue and Glamour Magazine, I have never been tempted to read these versions instead.

After looking into the digital versions of both magazines, I began to see why I had never bothered before - either there were very few (if any) interactive features within the magazine, it was more like a PDF copy of the print, or the navigation and features were much to jumpy, confusing the reader and making it difficult to understand what has and hasn't been read.

Reading a print magazine is an experience, and the fashion industry has barely begun to take advantage of the features choosing digital could offer. As a result of this, I chose to create my own digital fashion magazine.

initial tutor meeting

In our initial meeting, my idea was quite vague. I was unsure which features I wanted to change, but I had some knowledge of digital magazines and why they were unsuccessful. We were asked to create an intent statement based on our concept at this point.

After discussing our statements in class, I came away with some very useful questions and aspects of magazines to research including current magazines both in digital and print form to begin to understand how magazines have adapted.

research.

digital vs. print

To begin my research, I looked into why print magazines have remained the favoured form of consumption amongst current subscribers and magazine buyers. I found some particularly interesting facts, such as the prediction that 50% of all subscriptions will be digital in less than ten years time, even though they currently account for just 1-6% of total circulation. This implies that it is an area that is likely to receive a great deal of research and development. This idea led me to one of my most interesting insights: **“It is not the end of print, just the beginning of digital”**.

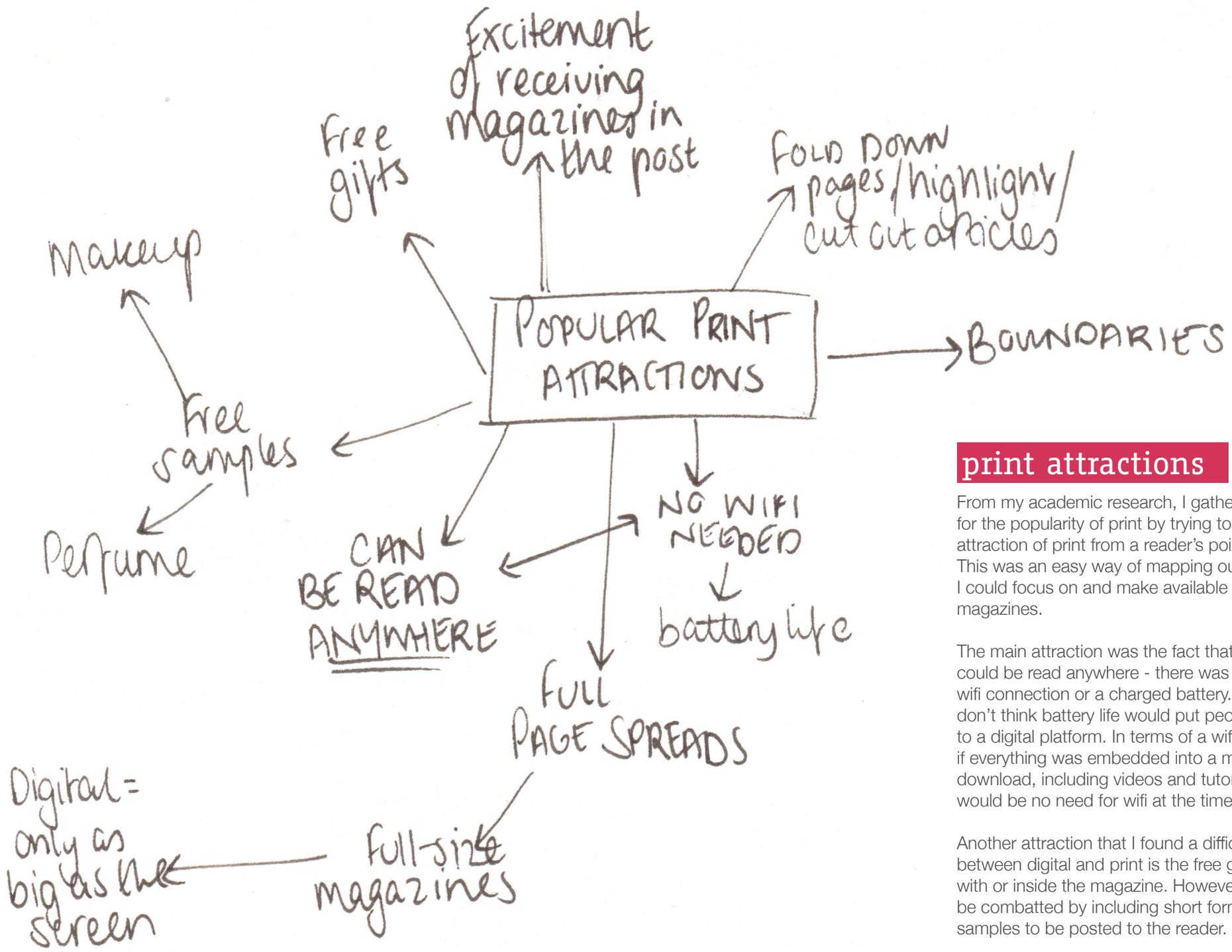
From the research I gathered, I was also able to create questions that I hoped to answer in my own brief. People described print as a ‘user experience’: it has boundaries and limits, people know where they are within the magazine. Digital versions can seem overwhelming and never-ending, so I hoped to create a clear navigation system.

Many brands are now trying to create a digital presence through the medium of social media. As people shift towards faster ways of accessing information, social media has become the most popular way to do so. Companies are constantly

posting content to keep their audiences engaged with the brand, gain feedback from their audience, and increase traffic in other aspects of their work. In terms of magazines, this is often sub-articles which are posted online more often than the published monthly articles kept within print.

A particularly interesting concept I came across during my research into digital content was the idea of **‘intertwingularity’**. Suggested by Ted Nelson who also coined the term “hypertext”, Nelson states there are no subjects. Instead, there is only knowledge as information cannot be divided into categories. The millions of cross connections and references make it impossible to sort through the information structurally, potentially causing stress to the reader and disrupting, if not ruining, the user experience.

From this research, I was inspired to combat the lacking user experience people are worried about. Make them feel comfortable using a digital medium by introducing boundaries and limits. Innovating a new way to create edges and move the user experience from paper to screen.

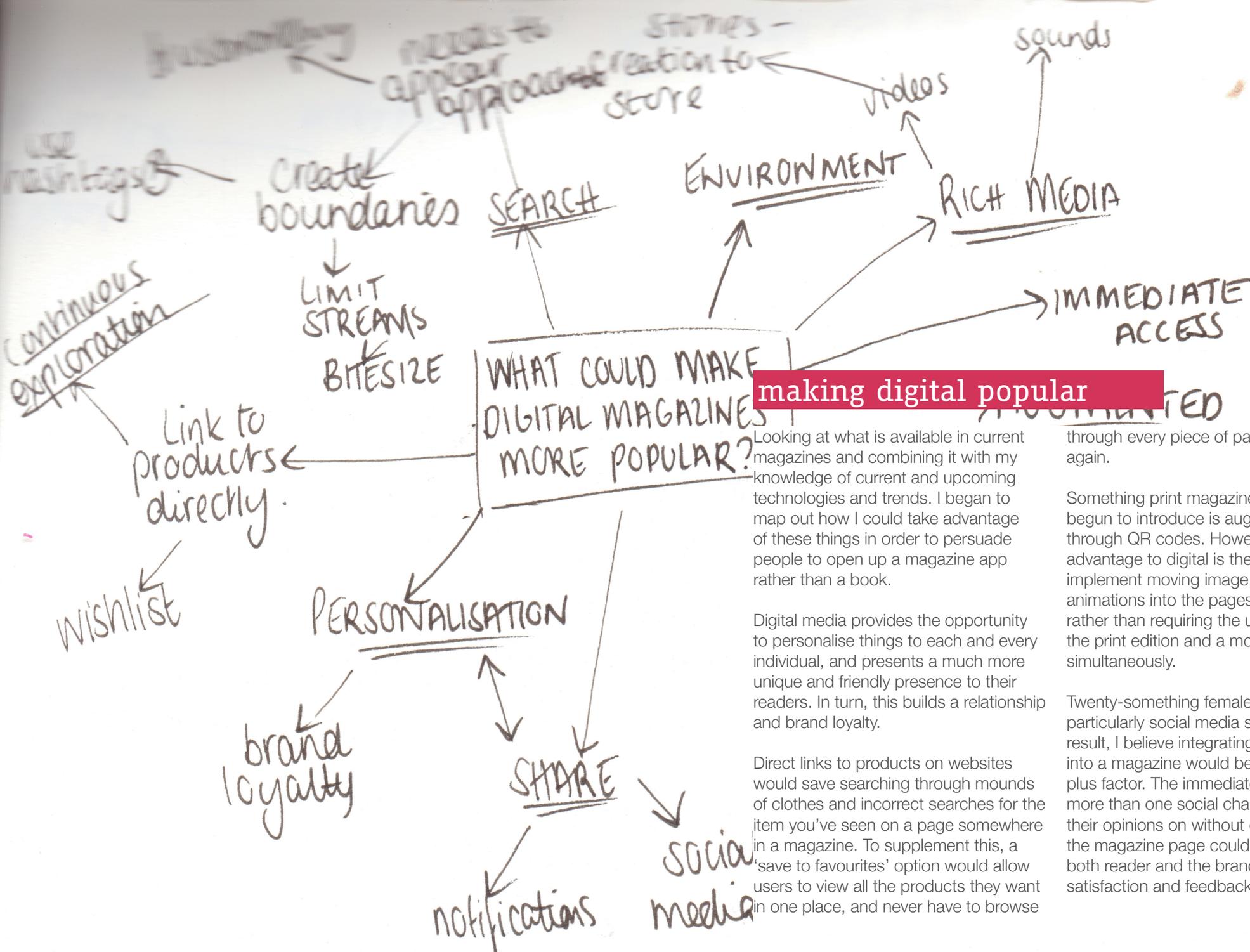


print attractions

From my academic research, I gathered reasons for the popularity of print by trying to look at the attraction of print from a reader's point of view. This was an easy way of mapping out the things I could focus on and make available within digital magazines.

The main attraction was the fact that the magazine could be read anywhere - there was no need for wifi connection or a charged battery. However, I don't think battery life would put people off moving to a digital platform. In terms of a wifi connection, if everything was embedded into a magazine upon download, including videos and tutorials, there would be no need for wifi at the time of reading.

Another attraction that I found a difficult barrier between digital and print is the free gifts given away with or inside the magazine. However, this could be combatted by including short forms which allow samples to be posted to the reader.



making digital popular

Looking at what is available in current magazines and combining it with my knowledge of current and upcoming technologies and trends. I began to map out how I could take advantage of these things in order to persuade people to open up a magazine app rather than a book.

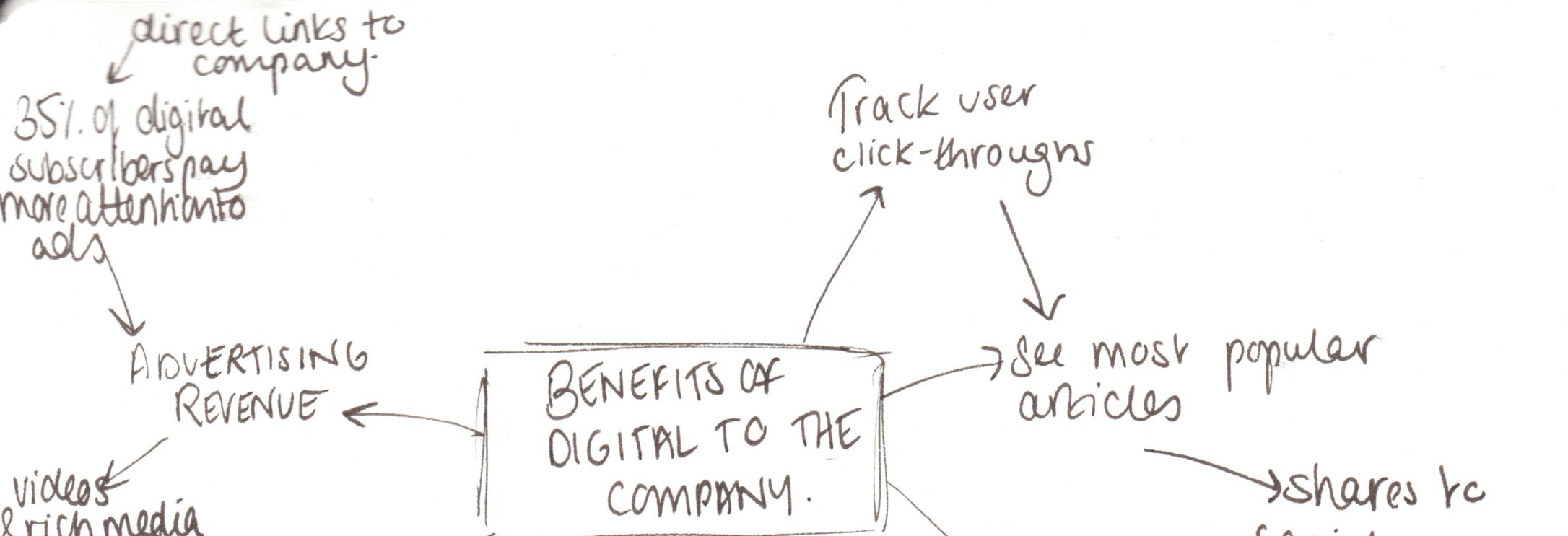
Digital media provides the opportunity to personalise things to each and every individual, and presents a much more unique and friendly presence to their readers. In turn, this builds a relationship and brand loyalty.

Direct links to products on websites would save searching through mounds of clothes and incorrect searches for the item you've seen on a page somewhere in a magazine. To supplement this, a 'save to favourites' option would allow users to view all the products they want in one place, and never have to browse

through every piece of paper to find it again.

Something print magazines have begun to introduce is augmented reality through QR codes. However, a major advantage to digital is the ability to implement moving image, audio and animations into the pages themselves, rather than requiring the user to use the print edition and a mobile device simultaneously.

Twenty-something females are particularly social media savvy. As a result, I believe integrating social media into a magazine would be a major plus factor. The immediate access to more than one social channel to share their opinions on without even leaving the magazine page could benefit both reader and the brand in terms of satisfaction and feedback.



company benefits of digital

As a reasoning behind my personal project, I wanted to gather reasons as to why a company should invest in the digital experience, how it could benefit them and show them a clear reflection of their customers and enable them to target their audience more accurately.

can be translated into new mediums. The brand principles must be kept in place, but by expanding onto a new platform they can try new things and explore ideas.

Following majorly successful projects which aim to merge online and offline experiences, such as Burberry's 121 Regent Street, I firmly believe that digital is now a necessary extension of a brand. By becoming digital, they are appealing to a younger generation and gaining a new audience producing further brand awareness and allowing a much wider reach.

In my research I found that 35% of digital subscribers pay more attention to digital adverts in comparison to print. This would suggest that the company would benefit from a digital platform and gain advertising revenue. In major shopping centres in the UK, adverts are now moving images and videos. These kind of adverts are much more eye-catching, with models and celebrities demanding your attention as they walk towards you and realistically sell the product to you.

Angela Ahrendts, Burberry's CEO from 2006-2014, suggested that brands

How can the brand be translated to new medium?

LINK
magazi
website

initial concept presentation

My initial research proved my theory about digital magazines true. They need improving in order to encourage engagement with their target markets.

Fashion is an industry renowned for their low-tech ways. I want to undertake this project and prove that fashion can move as fast as new technology and show innovative ways in which digital magazines can be improved.

The content needs to be intuitive and easily navigable, engaging the reader and creating a positive user experience.

The main features I chose to develop within the concept for my final project were:

- ways to share on social media instantly, without leaving the magazine
- the ability to watch videos and listen to audio clips within the application
- favourite or save articles to read later
- direct links to product websites to allow purchases
- making the contents page more visual to allow non-linear reading

Perfect 10

Titles are animated to appear written

Link presents the option to "shop the shoot" - direct to products

Still images & GIFs juxtaposed

seems slightly unnecessary for every article

↳ distracts user

smudges of make up give an idea of colour & texture

tutorial

video linked appears as a ~~pop up~~

Drop down contents page

↳ can be linear/non-linear new tab

Emma Elwick-Bates, Vogue's Style Editor, selects her 10 perfect picks of the season

The case for classic nails - a copper red gloss adds a demure finish to a ripped denim ensemble.



EDITOR'S LETTER
And contributors

LIFE IN FASHION
Laura Weir talks to Head of Design Emma Farrow

NEW FACES
The fresh model army

THE ESSENTIAL TRENDS
Explore summer's signature trends

LITTLE MISS MAKE-UP
Four new beauty looks

GO NATIVE
Trinkets and treasures to wear

HEY NINETEEN
A new fashion story

THE PERFECT 10
Emma Elwick-Bates picks her top 10

NEWGEN
Alexander Fury talks to NEWGEN

CONTENTS



What's a Topshop Fashion Week like?



Laura Weir



Everything is so fast about Top 11, it's quite crazy the adrenaline starts coming involuntarily. When the girls start getting in to the hair and make-ups they become like a tribe and it brings it all to life.



Emma Farrow

TOPSHOP MAGAZINE

Available on web browsers.



Polaroids are piled up - shows how many are left

Instead of changing pages, users grab the image and drag, it to view the 'perfect 10' products.

As if in real time

↳ laborious

Requires user to click to reveal next Q/A.

no scrolling required

Structured like an interview - speech bubbles

Short videos included within text to support interview

↳ can't be enlarged

Moving GIF → The front page has no headlines or titles

Images are linked to product pages.

This image appears as a kind of moodboard

↳ not structured individually

topshop magazine

Topshop magazine is available to anyone online, through their main e-commerce site, for free. Although Topshop only briefly entered the print publishing market, they have kept up a constant stream of online issues which include innovative ways for users to interact.

Interactivity

Although available on a desktop, some of the actions, for example drag and drop, are much more suited to a mobile device. Interviews (directly below) are presented in a way which feels familiar to target audience in the form of an iPhone message conversation. The user is able to click through the conversation to make it feel as if they are listening in in real time, however the repetitive clicking often detracts from the experience.

Within the magazines, the titles all appear as if they are being written on the page, this presents the magazine as a unified piece, even though the layouts vary wildly.

Imagery

The imagery used surprises and engages the reader and some GIFs are juxtaposed with still images.

Tutorials are available through videos and behind the scenes videos appear within the interview conversations. However, users are restricted as they cannot click on or zoom into images.

Thumbnail for each feature in the magazine



Allows the users to explore the magazine in a non-linear fashion

NET-A-PORTER THE EDIT WEEKLY. Online magazine - viewable at the web.

Makes content appear less overwhelming

Numbered pages allows user to see how far into the magazine they are

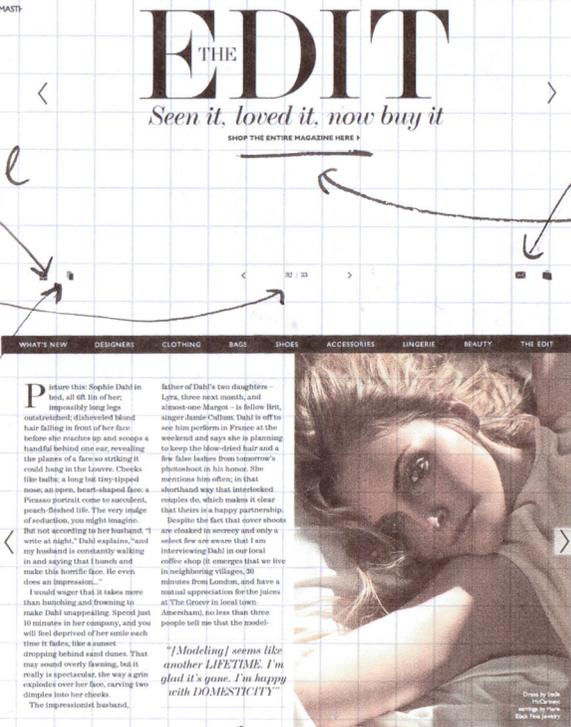
Link to contents page

the edit

Net-a-Porters "The Edit" is also available through their website, but is presented in a much more traditional way in terms of the layout with large images and columned text.

However, the contents page has become much more visual, with miniature images of each spread to show the users a glimpse into the article.

There are links to all the products featured in the magazine, presenting a demanding call to action towards their readers, but the action itself to move from magazine to purchase is seamless and so easy. This is a great example of using digital to their advantage in fashion.



although online, the pages appear like a magazine in a two page columnised structure



Contents are hyperlinks to features

ability to share articles via email with friends.

Links to a full list of all the products featured in the magazine for customers to purchase

"GET THE LOOK" - take reader from magazine to product in one move.

always present arrows allow users to enjoy the magazine in a linear fashion.

call to action

Users swipe left to reveal more content



INTEREST

Interface - blocks become shadowed once the content has been viewed.

WHAT

• Music app that brings content surrounding music into one experience

Giant visual wall



aweditorium

Aweditorium is a digital music magazine which allows users to discover and explore the content surrounding music within one application. For example, showing you videos, interviews, album artwork and images in one place.

I mainly analysed the layout and functionality of the application while researching the app. The contents page (shown at the top) is presented like a giant moodboard which scrolls left to present more images and content. Once the user has clicked on the content, when they revisit the contents page the particular image will have darkened. I found this a great concept for tackling the matter of defining edges in digital content. This visual device instantly shows the reader how much they've read, and how much more they have left to read.

Combines images, video, background information on the song

Click on a block to reveal more about the music



Show what you're listening to
Users can randomise the order of songs played

Users can like the song to keep it for later

CONTROL PANEL

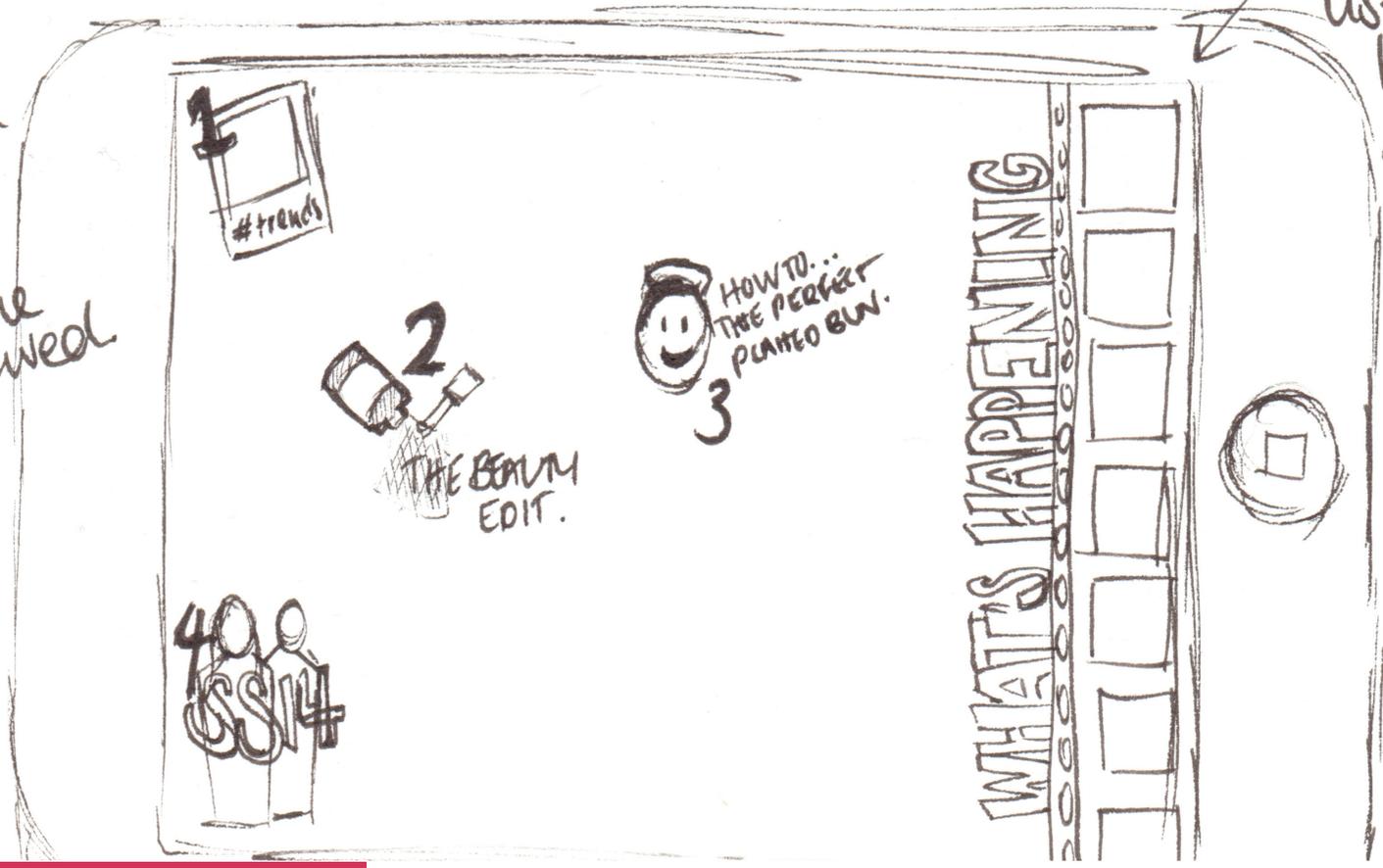
concept
development.

IDEA #1

MOODBOARD OF CONTENT

Articles are numbered so people can keep track of where they are content-wise. Articles may become shaded once viewed.

An Instagram feed which is constantly updating when users use a particular hashtag e.g. #tonightonmagazine



moodboard of content

To begin with, I began by looking at different forms of navigation for my digital magazine. This idea was inspired by a noticeboard.

The concept for this would be a giant

noticeboard like page which is bigger than the actual screen size in order to allow users to scroll right, left, up and down in order to discover different content. Alternatively, they could pick a starting place from the contents page and then

follow a set path.

The bar on the right hand side of the screen represents the social media integration I mentioned in my research. This bar would appear almost like a film

strip and allow users to scroll up and down to discover recent Instagrams or tweets with a particular hashtag. This would indirectly encourage reader participation with the potential to see themselves as part of the magazine.



lets boundaries
- shows how much
user has left to read

→ users swipe to move page
- page disappears from the pile

a pile of pages

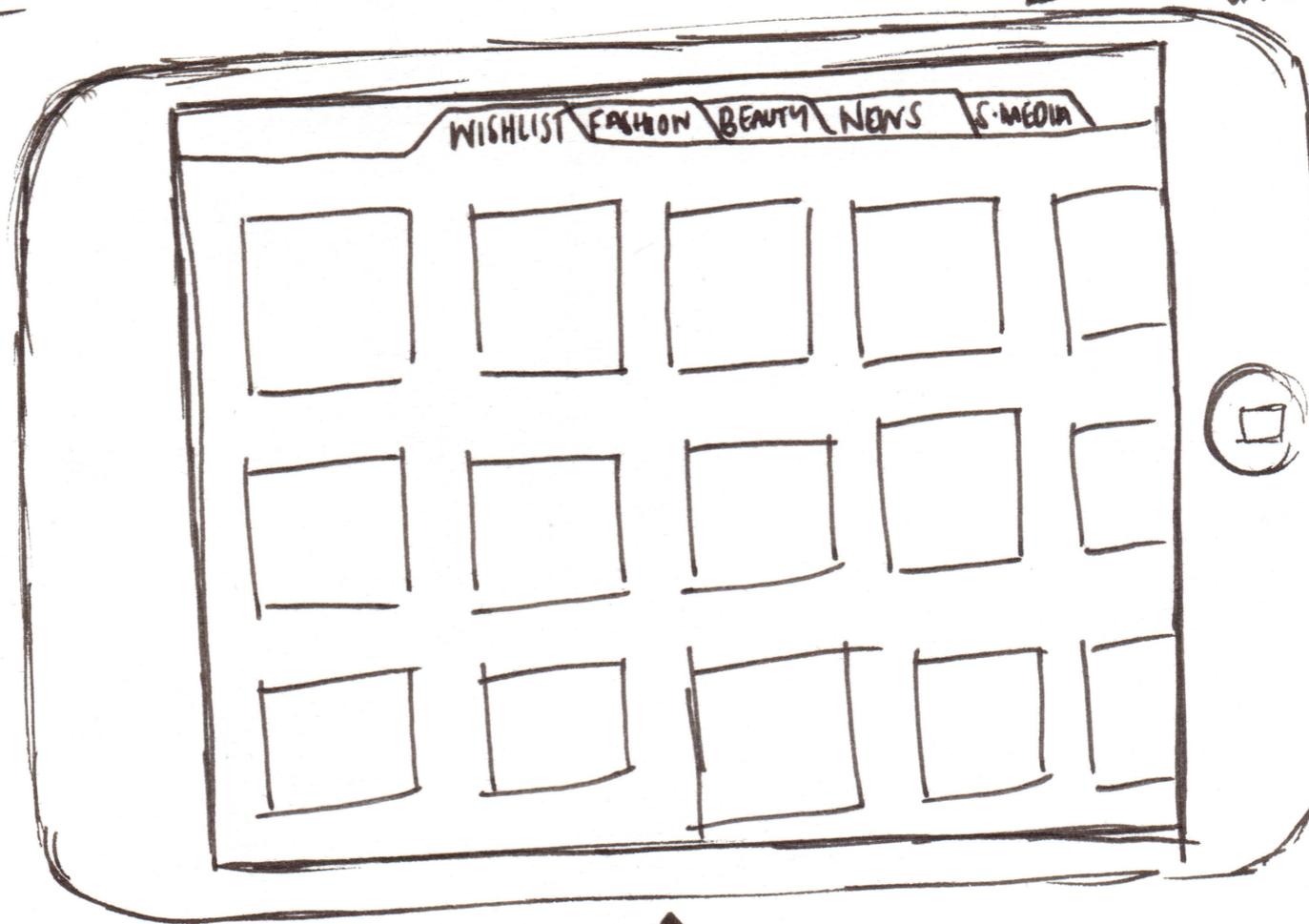
Another navigation concept I created was the idea of a pile of pages. Derived from a page I'd seen online in Topshop Magazine, where the user clicked and dragged an image to the right of the screen to move

to the next image, I created the idea of showing the edges of all the pages. This would work so the pages would deplete as the user got nearer the end of the magazine, creating that sense of

boundary. However, this would make it difficult to navigate the magazine in a non-linear fashion, which could be potentially frustrating to the reader, instead of useful.

CONCEPT #3

TABS.



separate the magazine into categories which are present at the top of the magazine

Each tabbed page leads to a contents page with features to click on.

file dividers

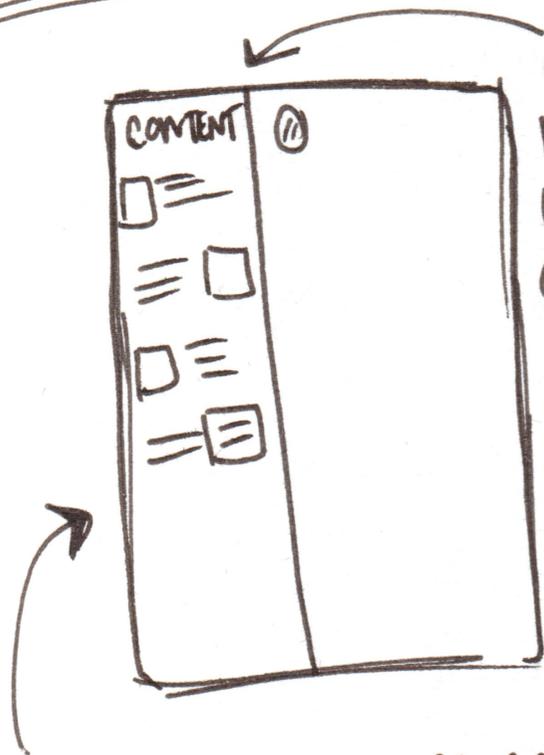
Similar to the way in which a lever arch file works with paper, this navigation concept would allow users to sort through content based on pre-defined categories such as beauty, fashion, celebrity news etc.

This way of dividing information would lead readers straight to the content their most interested in easily, with the option to refer to and read the rest of the content in their own time afterwards.

In this sketch, I also included a tab for the wishlist, which would show all the products the users saved while reading the magazine articles.

The tabs would either be always present or available by pulling a tab down to view them all in order now to distract from the reading experience.

NAVIGATION



content menu scrolls up & down to access more.

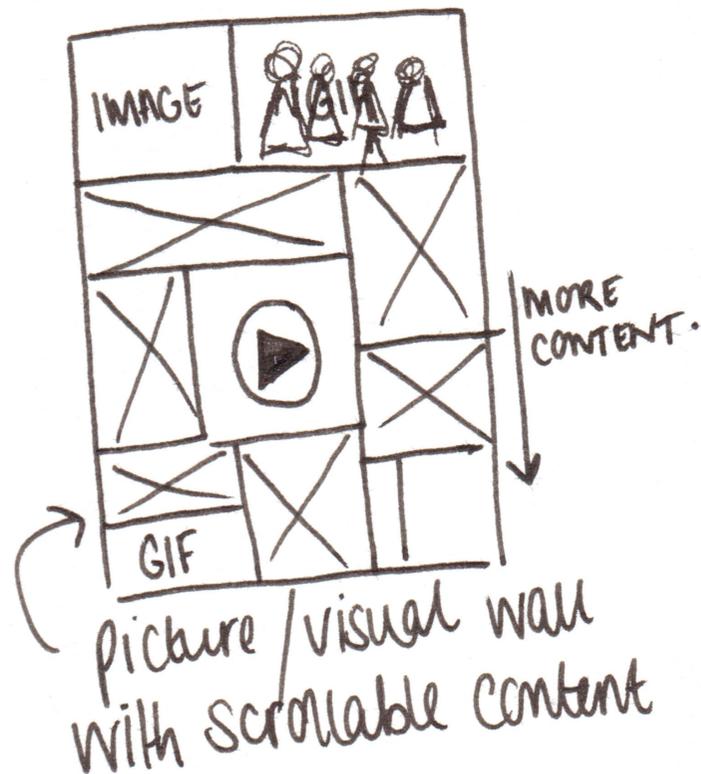
Menu can be accessed by swiping to the left / pressing menu button

navigation

As well as my three main concepts, as I furthered my visual research, I looked at different ideas for the content page of a magazine, including the idea of having a pull out bar which contains a scrolling list

of content, as well as an entire page of scrolling content shown in image form. However, I found this idea to be quite similar to the navigation already available through applications such as Adobe

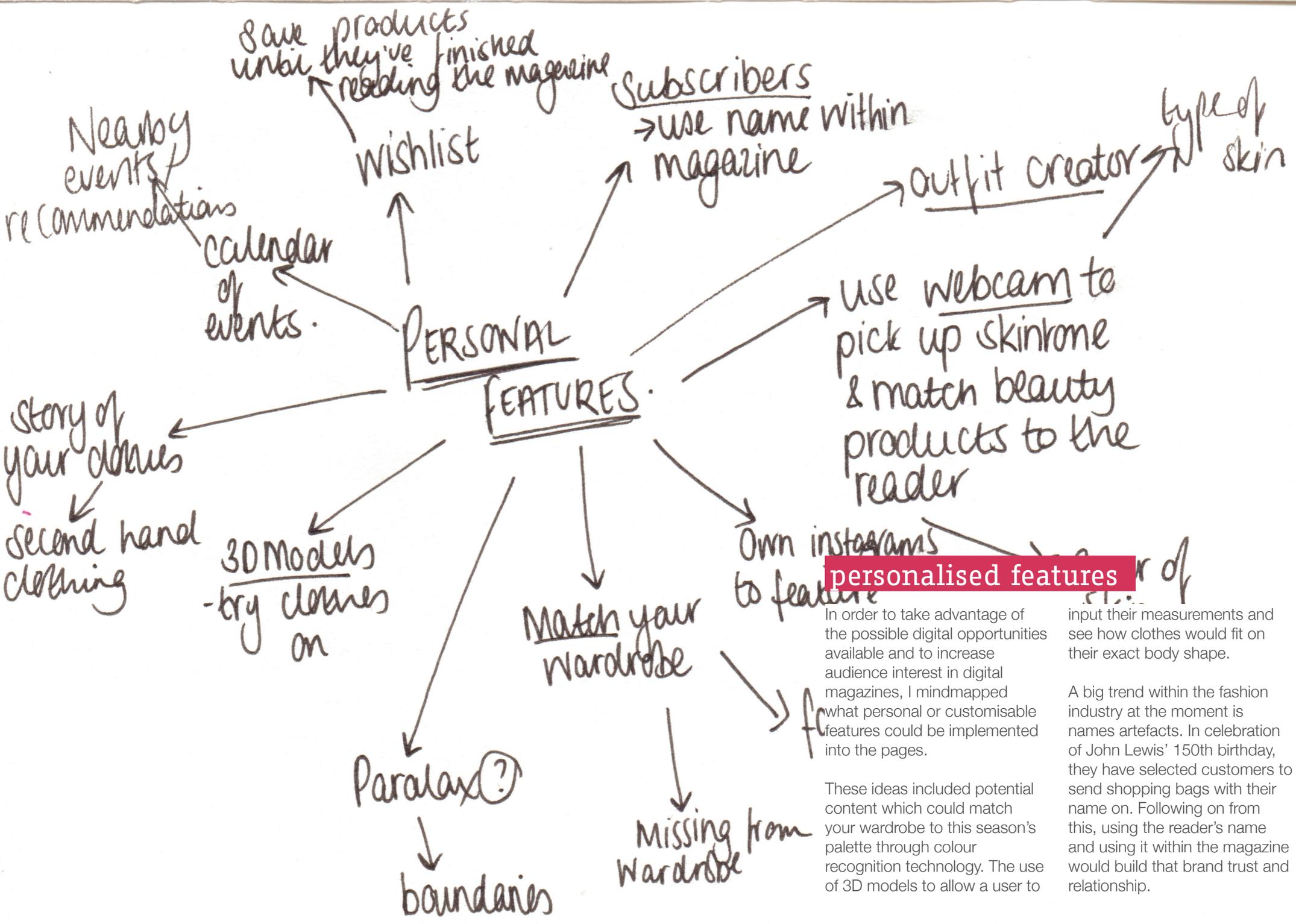
★ content to be coloured / highlighted / shadowed when read
→ sense of boundary.



Content Viewer.

I also linked these concepts back to my original idea of creating boundaries within digital magazines by using the

idea of shadowing or greying out images and content that had already been read following my research into Aweditorium.



personalised features

In order to take advantage of the possible digital opportunities available and to increase audience interest in digital magazines, I mindmapped what personal or customisable features could be implemented into the pages.

These ideas included potential content which could match your wardrobe to this season's palette through colour recognition technology. The use of 3D models to allow a user to

input their measurements and see how clothes would fit on their exact body shape.

A big trend within the fashion industry at the moment is names artefacts. In celebration of John Lewis' 150th birthday, they have selected customers to send shopping bags with their name on. Following on from this, using the reader's name and using it within the magazine would build that brand trust and relationship.



changing brands

Originally for this project, I was planning to focus on Company Magazine and updating their digital version into a better experience as the magazine had no interactive features, and every link took you out of the app and directly to a static webpage. However, as I began the project, Company released a brand new digital version, and although it isn't perfect, it would mean I was just tweaking the existing version, rather than creating something totally new and innovative.

As a result of this, I emailed major fashion brands such as Urban Outfitters and River Island, as well as searching through less advanced fashion magazines to tackle for my project. As no one replied to my emails, I decided instead to create my own magazine brand and content in digital form.

SURVEY

① How many magazines do you read a month?

50% = 1 per month

27% = 3 per month

② What kind of magazines do you read?

FASHION = 25%

WEEKLY CELEBRITY = 33%

LIFESTYLE = 33%

③ Have you ever read a digital magazine?

53%
NO

vs

47%
YES

④ Print or digital?

71% = PRINT

⑤ Why do people statistically prefer print?

#1 - Prefer to read on paper

#2 - Accessibility

#3 - Difficult to navigate digitally

#4 - Overwhelming digital content

#5 - Size of screen

#6 - Easier to 'flick through'

#7 - Ownership

#8 - Can cut out things to save

⑥ What might encourage you to read a digital magazine?

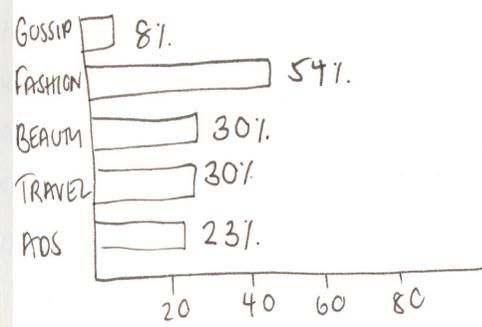
① ★ DIRECT LINKS TO PRODUCTS ★ 43%

② Automatic download
Interactive content
Bookmarks 29%

③ Videos/sound
Social media integration 14%

④ Personalisation
More up-to-date content 7%

⑦ What section would most benefit from being interactive?



⑧ A wishlist?



50% SAY YES

"MAJOR PLUS FACTOR"

⑨ Comments

"Not sure if I've read everything"

"There is a place for both"

"Past experience makes me not want to read others"

"Tabs like in a ever arch file would be great for navigation"

"Beneficial for digital quizzes & beauty to show colours that suit the individual"

creating a survey

In order to find out more about magazine customers, I created a survey using Survey Monkey to help me see what kind of magazines people read, whether they read them in print or digitally, and what aspects could encourage them to switch from print to digital.

My survey was particularly helpful in finding a focus for aspects I could target,

and reinforced my earlier choices about improving the navigation.

Although the majority of the candidates that completed my survey have never read a magazine, this was, in fact, useful as they gave a clear insight into what they love about print and what might encourage them to switch from print to digital reading.

I included some of my initial ideas from previous research, such as a wishlist feature which would allow people to save products from the magazine onto one page so their reading experience is uninterrupted. This received a fantastic response with one candidate calling it a "major plus factor".

Finally, I asked for any further comments

on their idea of both print and digital magazines and improvements they would add. In return I received some particularly useful comments which I can target in my development.

KATIE

GLAMOUR

PROBLEMS: ADVERTS - are these needed?

: Navigation - why sideways & vertically

: Not much interaction

: Quite jumpy - contents page

: No page numbers

: No zoom ability

: Epilepsy sufferers - could there be colour settings?

: Smaller sections missed
→ too much interaction

interviewing katie

Further to my survey, I decided to carry out an interview with a user that had never previously used a digital magazine.

After giving her a tablet and allowing her to open the magazine, her initial reaction was overwhelmed and confused as

she accidentally tapped the screen and the page jumped to particular content. However, when she pressed back, she was not taken to the page she just came from.

However, when exploring the magazine,

Initial reaction → overwhelmed.

IDEAS

- Personalisation quiz
 - interests
 - personalise contents page
- A section for adverts.
- Colour settings to help visually impaired
- Video tutorial
- Links to products
- Perfume samples (?).

FAVOURITE FEATURES

- Jewellery
- Celebrity hot or not
- Sections by brand
 - what's trending
- Film trailers
- Do's & trends
- Cosmo's Olly Murs audio interview

she liked the subtle animations found on some pages such as flowcharts, and commented that a digital interface could be particularly useful for things such as quizzes, so the answers can be revealed afterwards.

Katie also loved the idea of being able to play hair and make up tutorials within the app with one click, rather than a link to Youtube or different website.

finding a focus

Surveying people of all ages gave me a great insight into how people from different generations work. Older people, above the age of 30 tended to read newspapers online rather than magazines, but found this a much more effective way of finding the content they wanted.

In comparison, the 'iGeneration' paled, with 53% saying they had never read or even heard of a digital magazine. These social media savvy 20 somethings were far behind when it came to reading digital content, whether fashion related or otherwise. The comments were particularly useful in the survey, and focused my attention on things like, they don't know if they've read all the content available and how I could encourage them to read digitally.

Intuition

After interviewing Katie, it was clear to see digital magazines are not intuitive in the way that brands hope they might be.

In both Vogue and Glamour applications, the users are presented with a user guide implemented to help users work their way thorough the magazine. However, the many symbols and instructions shown are too much for the reader to take in all at once on the second page. Instead, I feel it would be better to create prompts throughout the magazine to remind users where they can click, swipe or reveal more content.

Courtney May

"For me, print will always win."



Age: 22

Occupation: Fashion Stylist at Kate Spade

Personal Information

Connie loves her job as a Fashion Stylist, she is constantly found online shopping during her spare time and on weekends can be found at the nearest high street.

She loves keeping up to date on the latest fashions, what's coming next and who's dating who. A keen reader who subscribes to Vogue and Company magazine, Connie finds it simple to balance street and designer fashion.

Connie subscribes only to the print versions of these magazines, because she loves the feel of the paper, the ability to pick it up and flick through as well as fold down pages to save for future inspiration.

Goals:

- To be able to keep up to date with the latest fashion news and happenings without having to visit the

magazine website as well as reading the magazine itself.

- To share pages from magazines to her social media pages

Pain points:

- Connie believes digital magazines are difficult to navigate to ensure she's read all the content available.

Abilities:

As a fashion student, Connie is quite capable with all Apple products that she has to use for her designs and research.

She is also an avid user of websites such as Style.com and WGSN.

Katie Roberts

"I've never heard of digital magazines."



Age: 20

Occupation: Student at Northumbria University

Personal Information

Katie is a third year student studying Guidance Counselling at Northumbria. Although she lives in the City Centre of Newcastle, her lectures and seminars are taught at the Coach Lane Campus, a 15 minute bus ride away. During this time, Katie sometimes catches up on homework or scrolls through various social media platforms. Occasionally, she takes a magazine with her, although this is a lot to carry along with her files and notepad.

Goals:

Katie would love to be able to share magazine articles she reads on her Twitter or Facebook page so she can show her friends and followers what she likes and back up her opinions

Pain points:

- Having to remember to take a magazine on the bus with her.

- The weight of carrying round a magazine all day as Katie often is away from home from 9am to 3pm.

Abilities:

Katie is confident with Apple technologies, including her iPhone. However, she often shies away from trying new things like an Apple Macintosh instead of her Window laptop.

She is also an avid social media user, preferring Twitter, Instagram and Facebook.

Laura Smith

“I keep up to date with news on social media.”



Age: 21

Occupation: Student at Keele University

Personal Information

Laura is studying medicine at Keele University but is particularly interested in fashion and social news. She usually keeps up to date and reads articles using social networks like Twitter and Facebook. These sites allow her to scroll through loads of content and search for content that she is interested in.

Laura doesn't often read magazines, preferring to find out news through links to articles on Facebook and company tweets. However, it would be helpful to gather all the news shes loves to read in one place.

Goals:

- Would love to be able to read monthly articles as well as look at what's happening now on social media that relates to fashion.

Pain points:

- Having to scroll through her entire Twitter feed to find tweets or profiles she's interested in.

Abilities:

Laura is totally social-media-savvy, checking it day and night for news.

about my personas

Connie

Connie was my extreme persona. My aim with Connie was to convert her from traditional print to digital magazines and demonstrate the same quality of user experience.

Taking inspiration from her idea of folding down pages in order to save for future reference, I gained the idea of having favourites.

As a keen fashionista, Connie supported my idea of integrating social media and current as well as monthly news by wanting to be able to check all kinds of news in one place, rather than read the magazine and then having to check the website on a daily basis.

Katie

Katie represented somebody who was slightly out of touch with the digital technologies that are available. However, she is confident with social media and mobile technology such as her iPhone. This presented the opportunity to demonstrate how easily a digital magazine could be navigated and how the user experience can be enhanced through a digital medium.

Laura

Laura is an avid social media user and a celebrity stalker. Never away from her phone or tablet, Laura is constantly scrolling through Twitter finding new news accounts to follow and celebrity articles before anyone else.

As a social media fanatic, it could be assumed that Laura herself has a rather short attention span, suggesting she would prefer shorter news stories and the ability to flick back and forth within the magazine rather than having to read full articles.

As a result of this, I feel Laura would benefit hugely from a “what’s happening now” section that provided shorter stories and social news directed at the particular magazine.

revising the concept

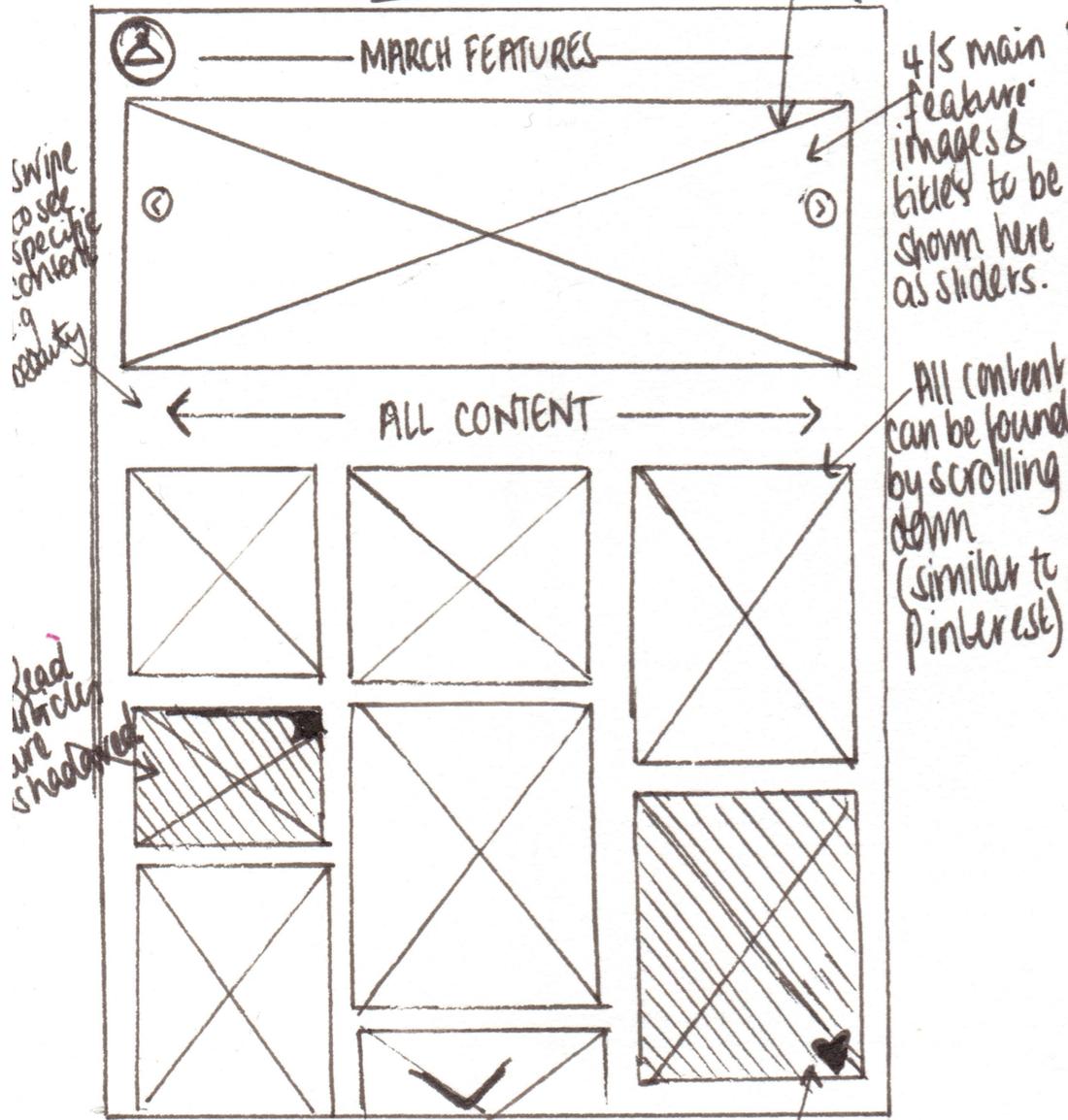
Problem

Currently, some digital magazines have very few interactive features while others have made simply reading a magazine far too complicated. The main problem I have come across in my research is navigation: users are able to swipe left, right, down and up to access more content, as well as smaller scrolling features on certain pages. This means that users feel lost and often miss content without even realising.

Intent Statement

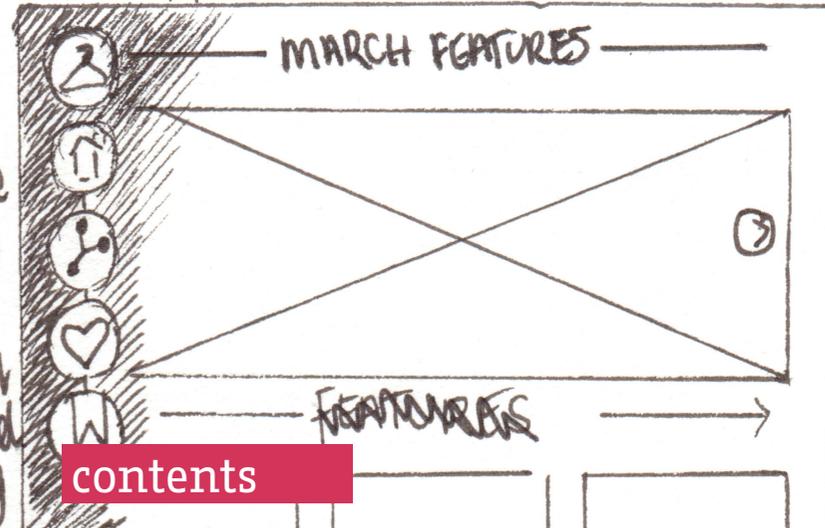
To create a new magazine brand and implement interactive content and features into a one off issue. The magazine must have clear navigation so the reader doesn't feel overwhelmed and encourage the user to favourite articles and be able to bookmark where they are and see what they've already read.

HOME PAGE



If a user has...

HOME PAGE CONTROLS.



These wireframe sketches show a potential layout for the contents page within the app. The top larger box would contain a slideshow of 5 major features within this months issue and the the bottom half underneath would show all content in boxes, and the user could scroll through different categories such as beauty, fashion and news.

However, I thought this could be complicated for a new user, such as Katie, as it allows two different side scrolls as well as a downwards scroll to reveal more content.

Control Panel

From my own experience and my research, I decided to create a control panel that is available wherever the user is within the app. This would allow the reader to bookmark a page, favourite an item and save it to their wishlist as well as share the article or

product their looking at directly from the app on a social network of their choice.

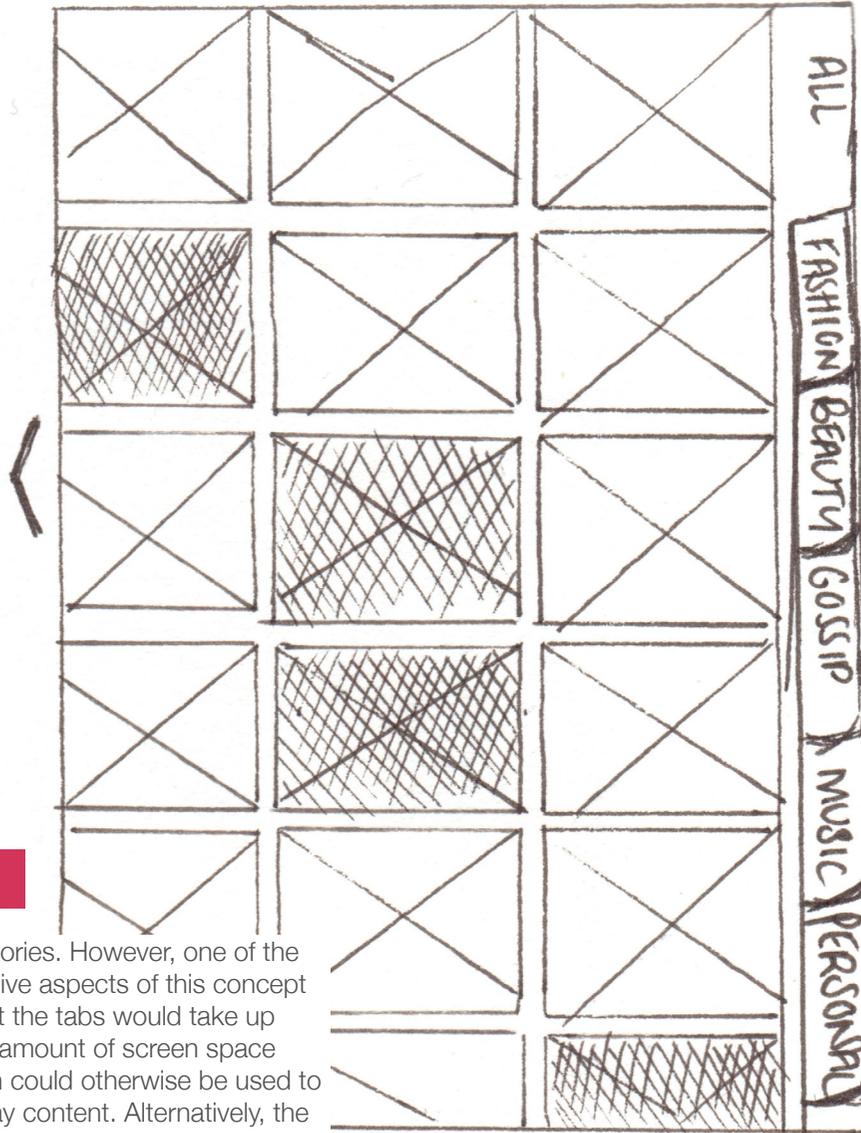
Page Orientation

After undertaking some user research into how people use their iPads and other magazines available on the iPad, I decided to change the orientation of my magazine to be predominantly portrait. I felt that this would allow people to hold the app single-handedly while lying down or reading, rather than having to user two hands to hold it up which makes it more difficult to interact with the pages.

Portrait view also lends itself to the typical publishing orientation of a page. Making the magazine landscape might connote a double page spread to the reader, but mobile devices would be too small to make the double page spread readable.

HOME PAGE 2.

Users scroll sideways to access more content



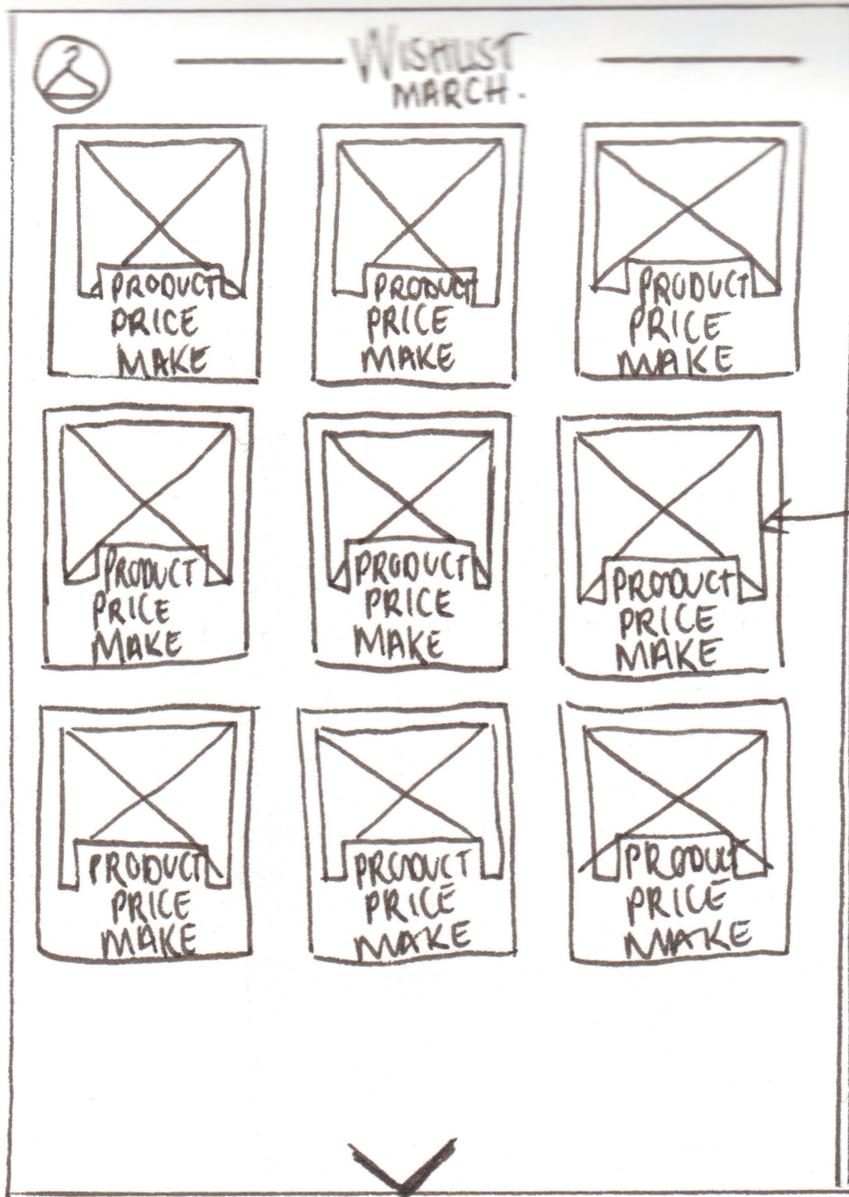
Tabs similar to a paper lever arch file allow users to skip between sections

navigation concept

I originally considered this concept in my very early sketches, but was intrigued to further develop the sketches into a concept after one of the comments from my survey said it would be great if there were tabs for each section, similar to a lever arch file.

categories. However, one of the negative aspects of this concept is that the tabs would take up a fair amount of screen space which could otherwise be used to display content. Alternatively, the panel could be "pulled" from the side when needed.

This concept would allow users to organise the articles via preset



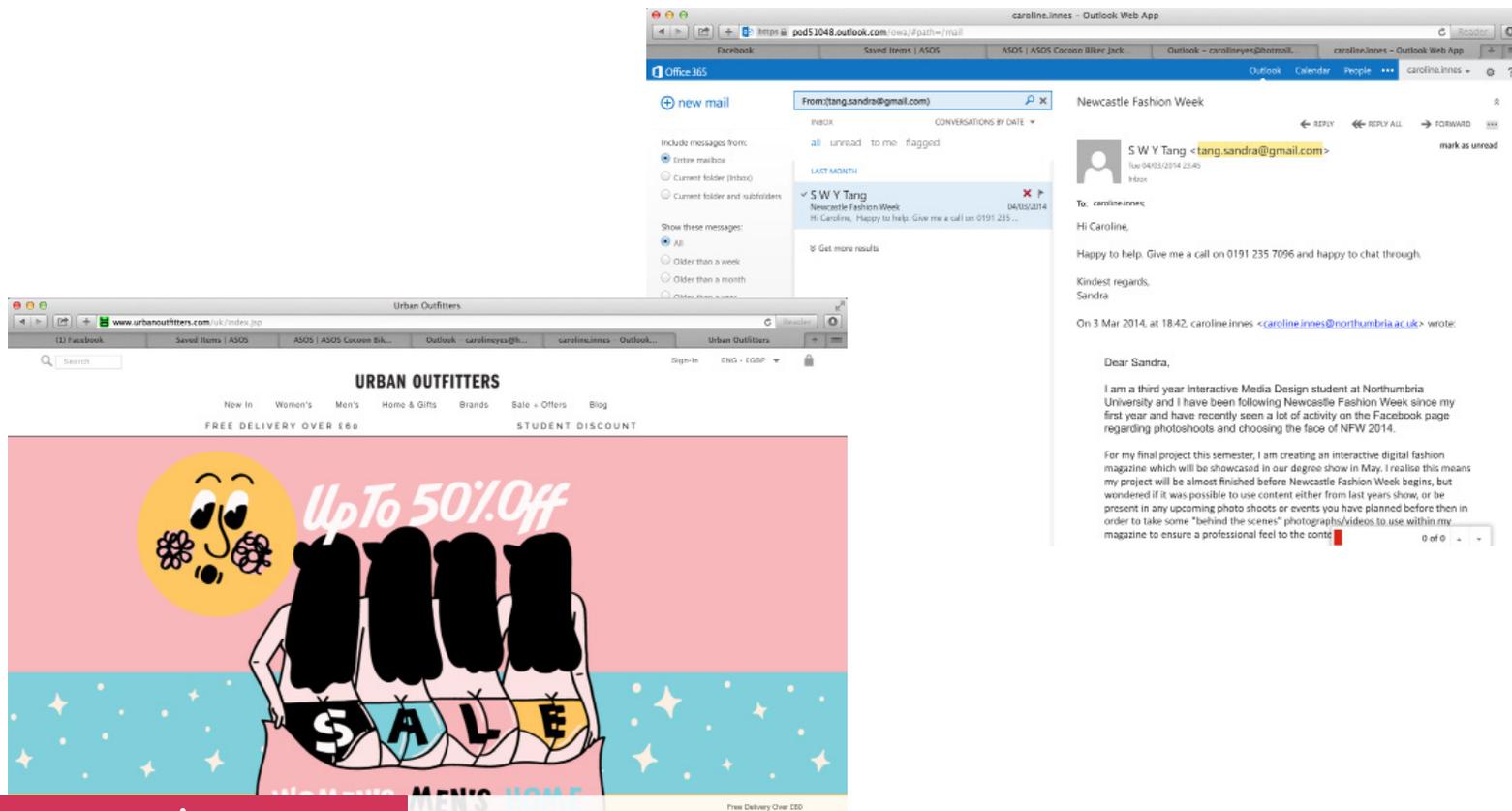
← Wishlists are organized by issue, users can swipe the page title in order to access previous wishlists

→ The products are displayed in the order they are saved. The images link directly to the products site to allow users to browse further or purchase the produce.

wishlist

Similar to a 'saved for later' page found on e-commerce sites, I wanted to create a wishlist that allowed people to save items from the pages of the magazine while they were reading. From this page, which they could visit from the menu or 'control panel', they would be able to view the product description, images and prices. The page would also contain direct links to the relevant site to allow the user to go from the page

to a web browser and purchase the product from the site in one seamless movement. This feature would take advantage of the digital platform and, in my opinion, be better than printed magazines, as products featured on paper then have to be searched for online which takes a lot of time and effort on the readers behalf.



contacting companies

In order to find out what companies are doing in terms of introducing magazines and to source my own content for my magazine, I began emailing fashion companies to see what they had lined up. ASOS and Topshop already have digital magazines available on their website or as a mobile app, so I looked to Urban Outfitters to see if they had anything similar up their sleeve. However, they did not reply to my message.

I emailed Sandra Tang, who is in charge of Newcastle Fashion Week, to ask for any content I could use within my magazine, or if I could be present at any photo

shoots to create my own behind-the-scenes videos. However, the photo shoots were not taking place until much May, by which time all content would need to have been made.

I also contacted the entertainment editor of Cosmopolitan Magazine UK to find out if they had anything lined up in terms of new technologies to be used within their digital editions, or what they've found worked best so far. Unfortunately, my messages received no answer.

BRANDING

COLOUR

STYLE

FASHION

DIGITAL

INTERACTIVE

FASHZINE

BEAUTY.

ZINE

CHIC SPOT

FASHIONFIT

FASHIONISTA

FASHIONDATE

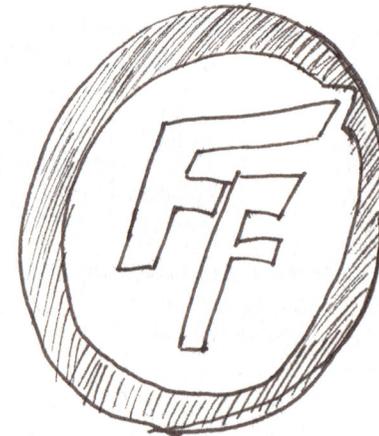
DATE DIGITAL

STYLEFILE.

future fashion

FASHION
FORWARD.

COLOUR



branding

I wanted to come up with a name that summed up the idea of a fashion magazine using innovative technology. I experimented with word related to fashion and beauty as well as technology and digital. Mixing words together and creating miniature phrases. I eventually settled on the name

“future fashion” as a working title.

I also briefly sketched out some icons that I could use for the menu button and home screen icon.

future**ashion**

futurefashion



FUTURE FASHION
future**ashion**

FUTURE
FASHION

f[↑]uture fashion_↓

*future**ashion***

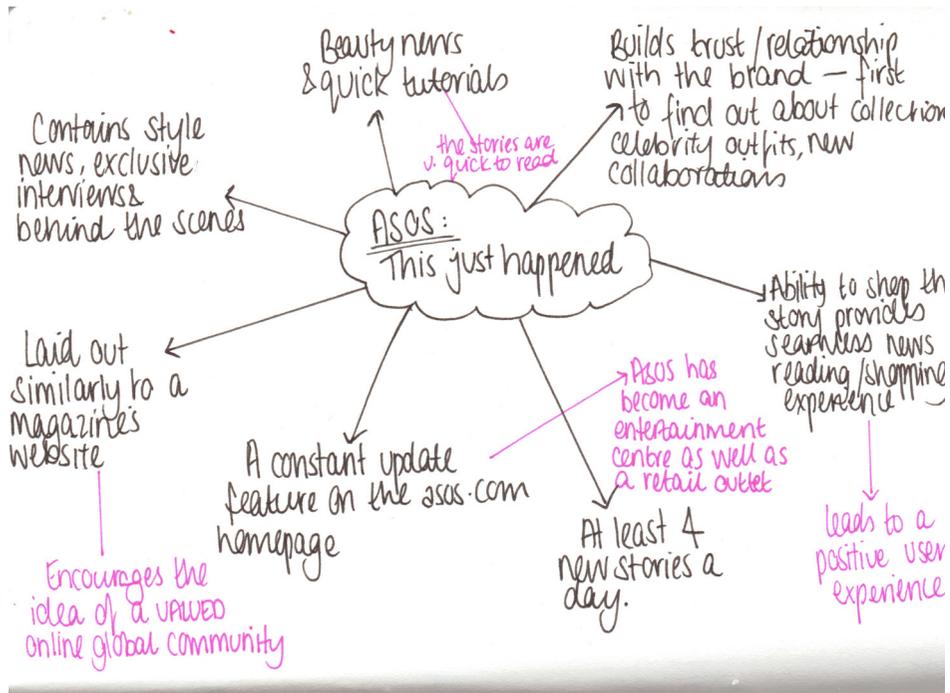
initial logo developments

After experimenting with names, I decided on 'futurefashion' as a working title for my magazine. I then played with different fonts and icon ideas. Ideally, I wanted to keep the logo on one line, as many other magazine titles do.

After researching other magazine titles and logos, I found that the typeface changed depending on the market the magazine was aiming at. For example, high end, luxury magazines such as

Vogue and Elle use serif fonts to present the glamour, whereas other, less high end lifestyle and fashion magazines such as Company and Glamour appear more approachable to a twenty-something audience using a sans-serif, thick font, demonstrating a less serious take on fashion. For this reason, I decided to focus on sans serif fonts as I felt my audience would be more similar to that of Company and Glamour, rather than Vogue.





Most popular this week



SPECIAL OCCASION
Ultra-cool co-ords, skirts dresses to see you through wedding invite season

36 days ago



HAVING A MOMENT



1/1

1. Grab a comb and split your hair into a centre parting, with two equal sections.
2. Braid each section into a simple plait, as close to your head as you can

THIS JUST HAPPENED...

Chanel jewels and a tux: who's that cool girl at Cannes?

SHOP THE STORY

THE BEST OF NEW IN

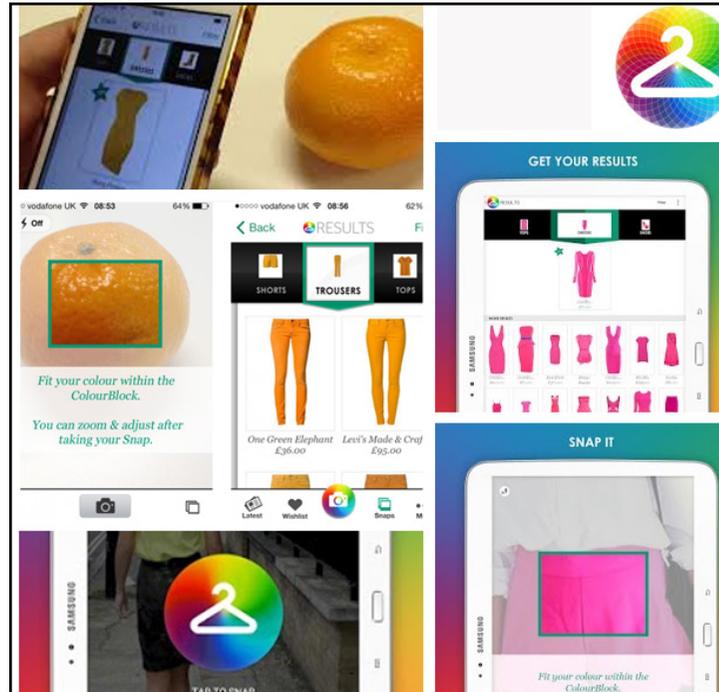
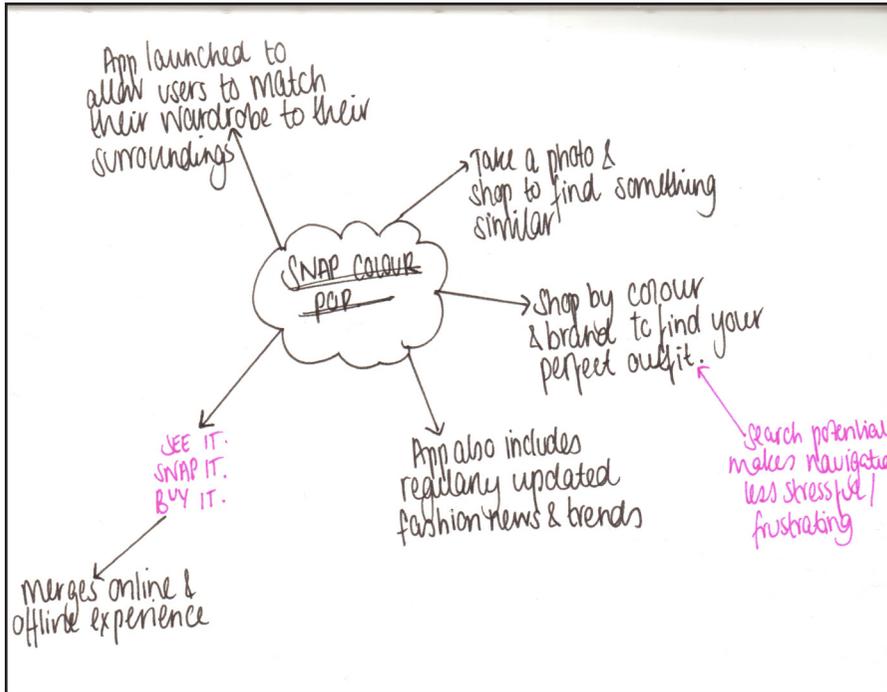
asos entertainment

ASOS was a particularly big inspiration for an idea within my digital magazine. As well as being one of the market leaders in e-commerce, ASOS have also expanded and now not only call themselves a shopping site but an entertainment centre. On the home page, there is a “what’s happening now” section. This is an interesting way of getting people to visit and revisit the site, even if they are not planning to shop (although it could definitely lead to this). At the end of stories related to clothes, there is the option to “shop the story” and view all

the clothes mentioned, or find an equivalent of a celebrity dress featured. These stories are updated in real time with 1-2 popping up every hour.

As well as the monthly articles on the contents page, I wanted to include a section that is updated more regularly, possibly through social network integration, so that when readers or companies use a particular hashtag on Twitter or Instagram, the feed will update. Alternatively, it could be more celebrity or fashion based, with smaller articles and

up to date news. Or in fact, a combination of the two.



snap colour pop

Snap colour pop is a mobile application which uses colour recognition technology to allow users to shop in an entirely different way. By taking a photograph of absolutely anything, the user can then select the main colour from the image and then the app will search through hundreds of online retailers to find all the items of clothing that match that particular colour.

This innovative way to use colour technology related to my colour recognition idea for the beauty

pages.

This interactive way to shop with several search capabilities presents an exciting new way to shop and look for outfits for the fashion fanatics.



T H

Search The Debrief [Search Icon] [Envelope Icon]

D E B R I E F

PEOPLE

LIFE

GETTING READY

IN & OUT

SEX

V1.5



ALL THE DEBRIEF DISSECTS ARTICLES



the debrief

The Debrief is a new magazine website launched by Bauer as an extension into the digital market.

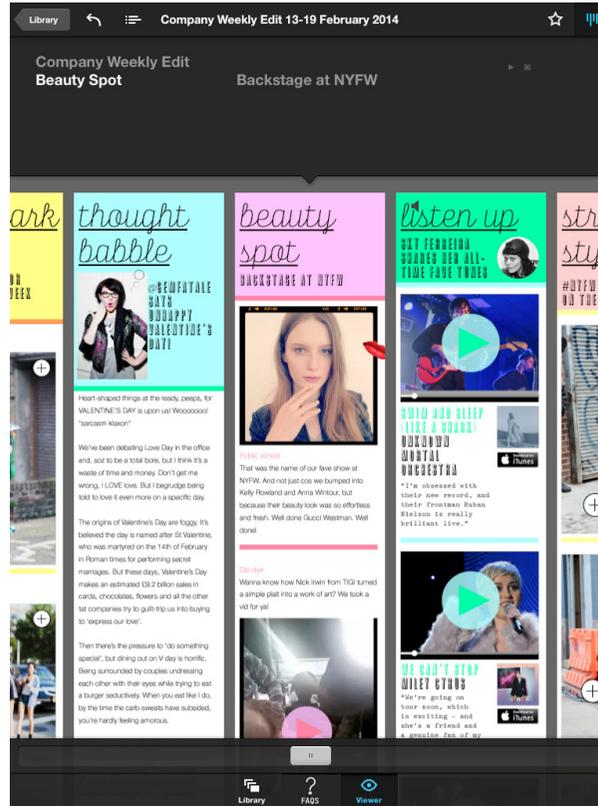
Aimed at a young adult, working audience, The Debrief aims to do just that - debrief their audience in short snippets during their daily busy working lives.

The website is split into 5 main categories as shown above, and the front page is a collection of major news, smaller articles and social media

content.

The clean and simplistic look works throughout the website to make the articles easy to read and the site itself easy to browse. Inside each of the 5 categories are sub categories which are displayed above the article title. The contents are particularly visual, and have a distinctive style, using red and white overlays with bold, sans serif text to compliment the images behind.

The Debrief was a particularly useful case study for my project as it is one of the most used magazine sites by my target age group, so by being able to look through the layout and the content itself, I was able to gain a better insight into my audience.



company weekly edit

The Company Weekly Edit app compliments the monthly magazine with more up to date fashion news, music videos and interviews.

The app itself is put together in a collage like fashion with large images and titles. In my personal opinion, I believe the text is too large when put on a mobile device, but this could be intentional to ensure the stories can be read easily on the go and in short bites.

Unfortunately within the app readers cannot open videos, and are instead directed to YouTube when tapping on a play button, which disrupts the experience.

As in other magazine available on the Newsstand app, there is the ability to show all the content with a slider to show the reader where they are in the magazine, where they've been, and what's left to come.

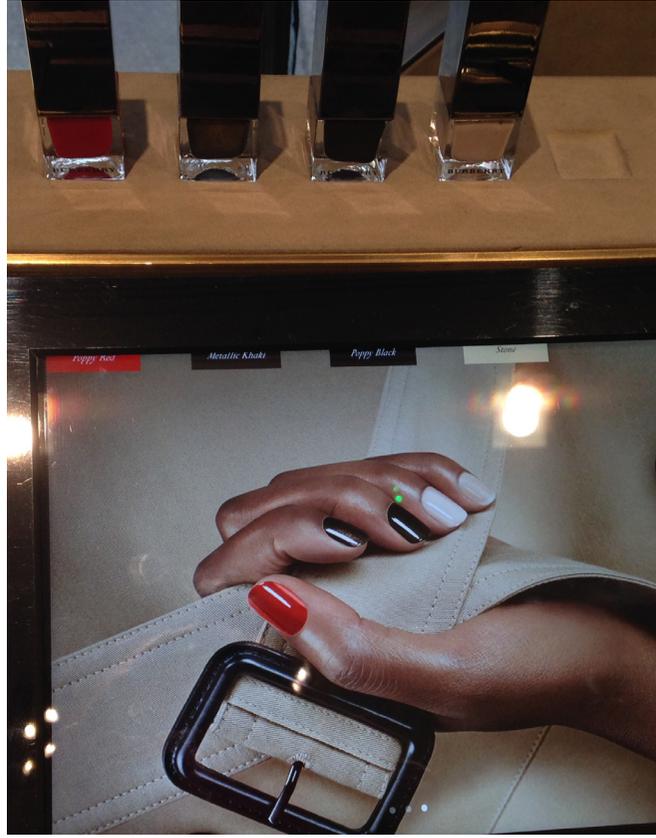
The application has a distinctive style, with bright colours on each page and easy to use navigation and prompts. These were particularly useful to refer to while I was implementing prompts in my own magazine.

BURBERRY

BURBERRY



burberry at covent gardens



Inside the shop

The Burberry store in Covent Garden is based purely on the brands beauty products, which the Regent Street Shop misses.

The shop is on two floors, and in the middle of the spiral staircase, 18 iPads float up and down, showcasing the latest Burberry adverts and products.

In the shop, there are also interactive nail counters which allow the user to place nail polishes on top and select their skin colour from one of three images. The nail polish placement corresponds to each nail shown on the picture. If one polish is put on the board, the whole hand is painted in that colour. Then as more colours are added, the nails change individually. This particular visit in March partially

provided the idea of my webcam beauty product page. Taking it one step further using a webcam and colour recognition technology (as seen in the Adobe Kuler app and Snap Colour Pop), the user can take a photograph of themselves and effectively use products on their skin, testing out the colour against their own skin tone. This would take beauty recommendations one step further and

help readers find the perfect colour for them.

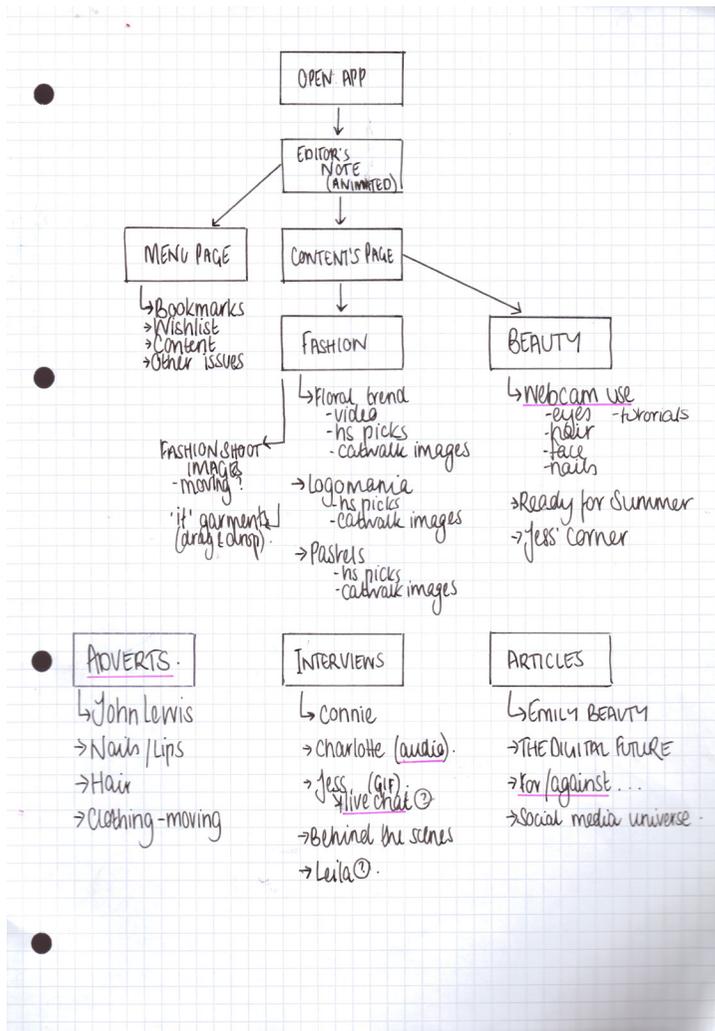
generating content

A major part of my final project was generating the actual content for the magazine. As a graduate, I want to work within the publishing industry and try to merge online and offline experiences.

As a result of this, I had to plan the pages I wanted to create and design each one individually.

To the left is one of the original content plans I did. It also shows a kind of system architecture, demonstrating where the menu would lead and how readers could get to specific content.

I wanted to concentrate on four main categories: fashion, beauty, interviews and more academic written articles. I felt that these categories would give me wide enough boundaries to experiment with interactive features and allow me to compare them directly with print alternatives available in other publications.



presentation feedback

In March I presented my concept generation and development to the class. The feedback I gained from this included:

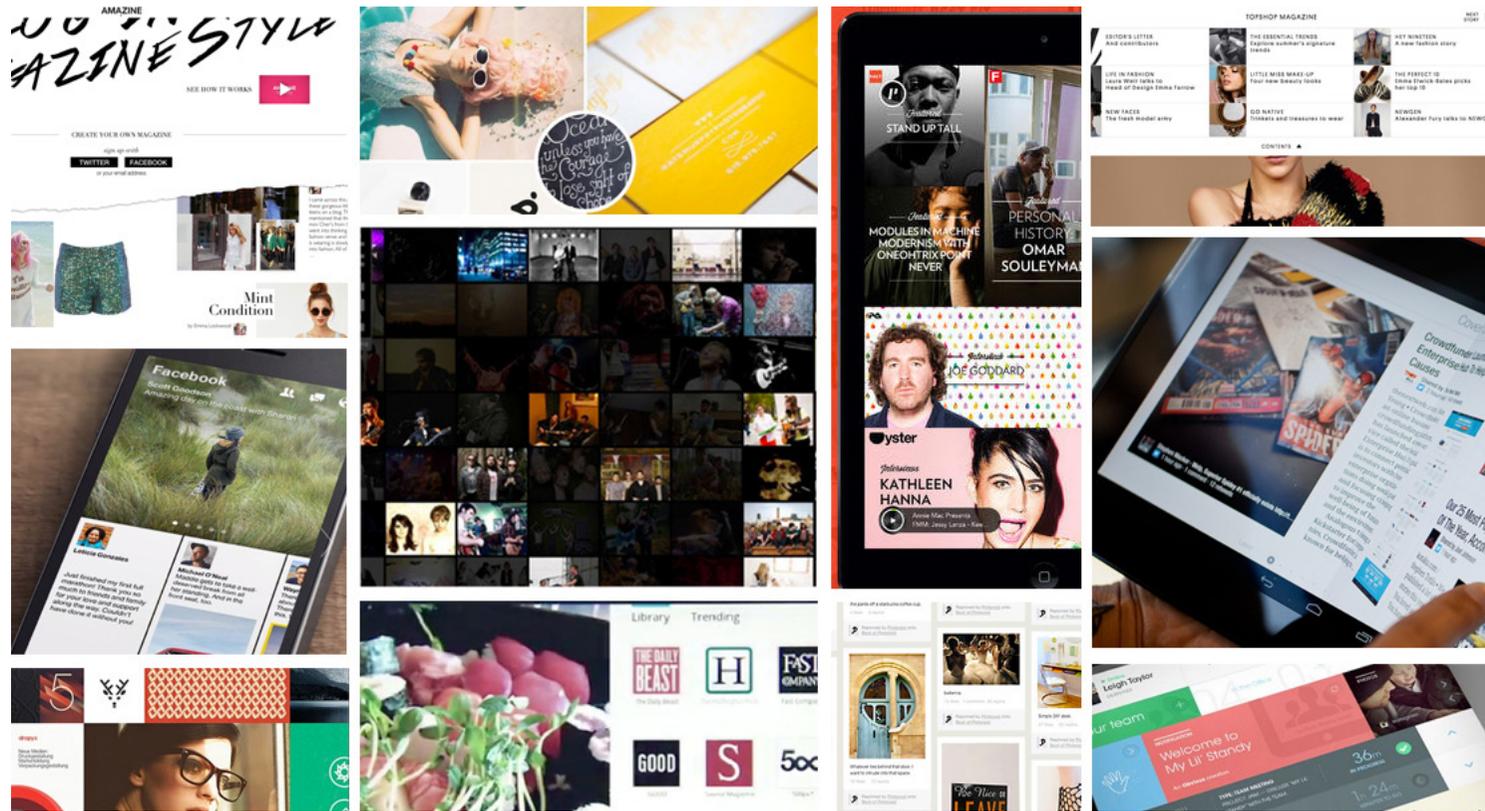
- finalising the features and functionality of the magazine by allowing the audience to see an example of page design
- more work on the branding needed
- more visual experimentation needed

However, positive notes included the demonstration of micro-interactions and some of the features within the magazine, and the indepth user research.

As a result of this feedback, I moved quickly into the design stage of my project and began formally wireframing and experimenting with layouts in Photoshop in order to illustrate my ideas more clearly.

design

development.



visual moodboard

Before beginning to design my magazine, I combined all my magazine app research with other visual examples of applications that I liked.

September when iOS 7 was announced by Apple. Following this lead, I wanted to design my application in this style to ensure it didn't appear outdated.

I wanted to create a consistent visual design throughout the magazine that would make it recognisable as it's own style.

I wanted to use a lot of imagery and combine this with bright colouring. Initially, I planned for each issue to have it's own colour.

Flat design took over the market in

Caroline Innes
Interactive Media Design
Final Project: First Magazine

contents wireframe

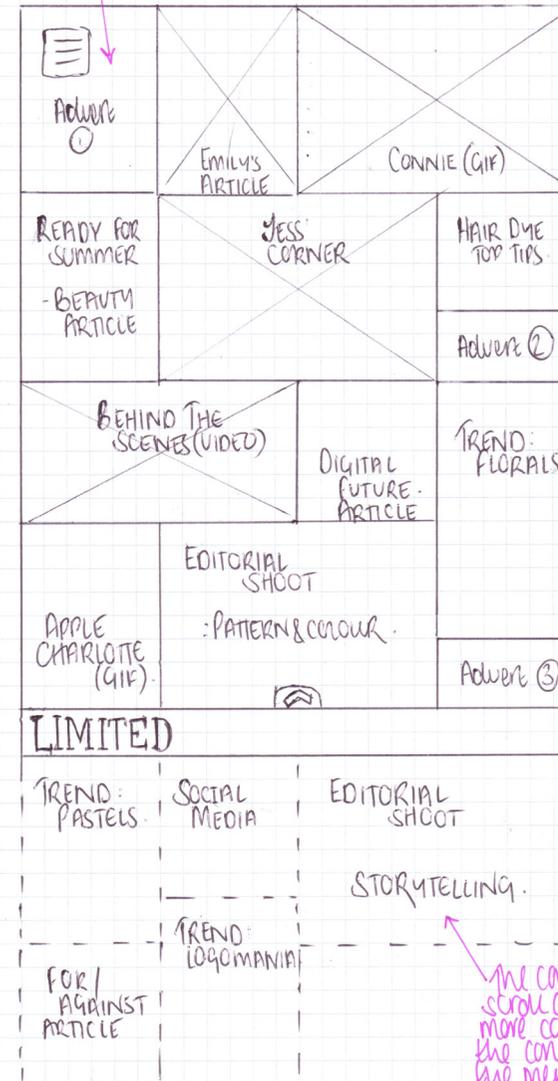
I decided to draw up my other wireframe sketches into properly measured out drawing to see how I could fit my content into the page and how it would be laid out.

I wanted some of the content images to become GIFs or videos to catch the attention of the reader, and combined this with the idea of bigger and smaller images depending on the size and importance of the article.

The contents page is larger than the screen, meaning that the user can scroll down to view more, and this could also trigger more animated content as it comes into view. The menu bar at the bottom would stay in place, on top of the contents.

CONTENTS PAGE.

Animated or video adverts would automatically play when the user clicks on the page.



The contents page would scroll down to reveal more content. On each page the content scrolls behind the menu bar which stays in place at the bottom of the screen.

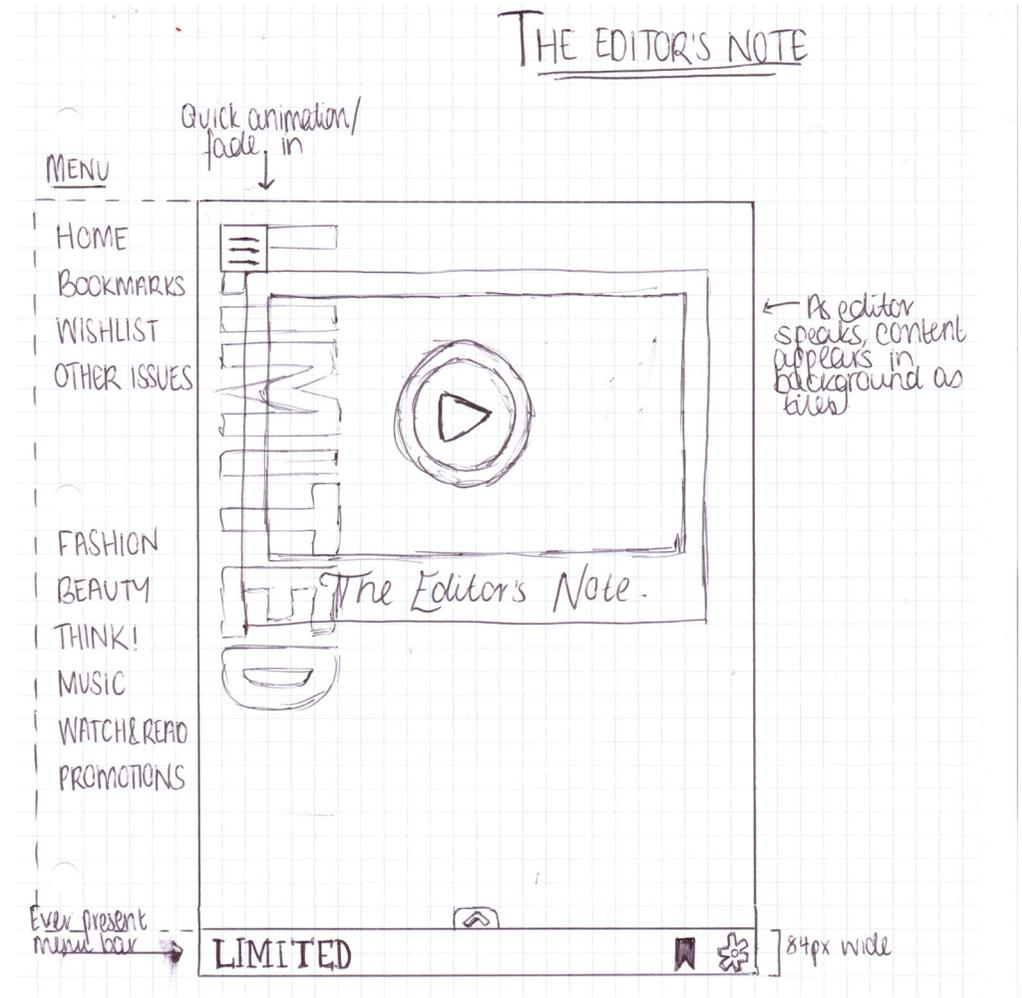
the editor's note

The editor's note was a big part of the magazine for me as it would be the first thing people are introduced to.

I wanted to take advantage of the digital platform and create a video of the editor's note rather than a written one. I wanted the editor's note to include an introduction to the magazine and explain the new interactive features available.

Menu

To allow people to visit the wishlist, favourites and other issue pages, I wanted to create a pull out menu that was accessible by swiping right on the screen or pressing the small button in the top left that would be ever present throughout the magazine. It could also potentially allow users to sort through the article categories.



initial mock ups

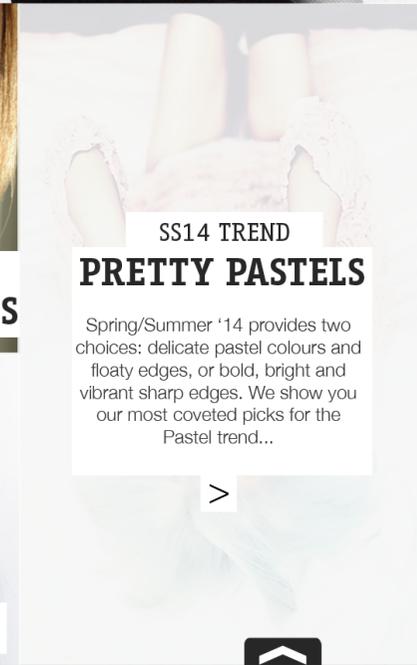
To begin my designs, I focused on creating an exciting contents page which would be recognisable as a particular style connected with the magazines style.

On this page, using place holder images, I demonstrated my control panel idea at the bottom, this would be permanently present and the content images would scroll behind it.

The black banner at the bottom shows how the "what's happening now" section might look if it were a twitter feed. I am hoping to incorporate more images into this feed in my future mock ups.

I also wanted to show how if the user clicked on an image or piece of content, the image would flip and show a short summary of the page/article and then give them the option to go to the page. When an article has been read, it becomes shadowed to show what is left to read.

Caroline Innes
Interactive Media Design
Final Project: First Magazine



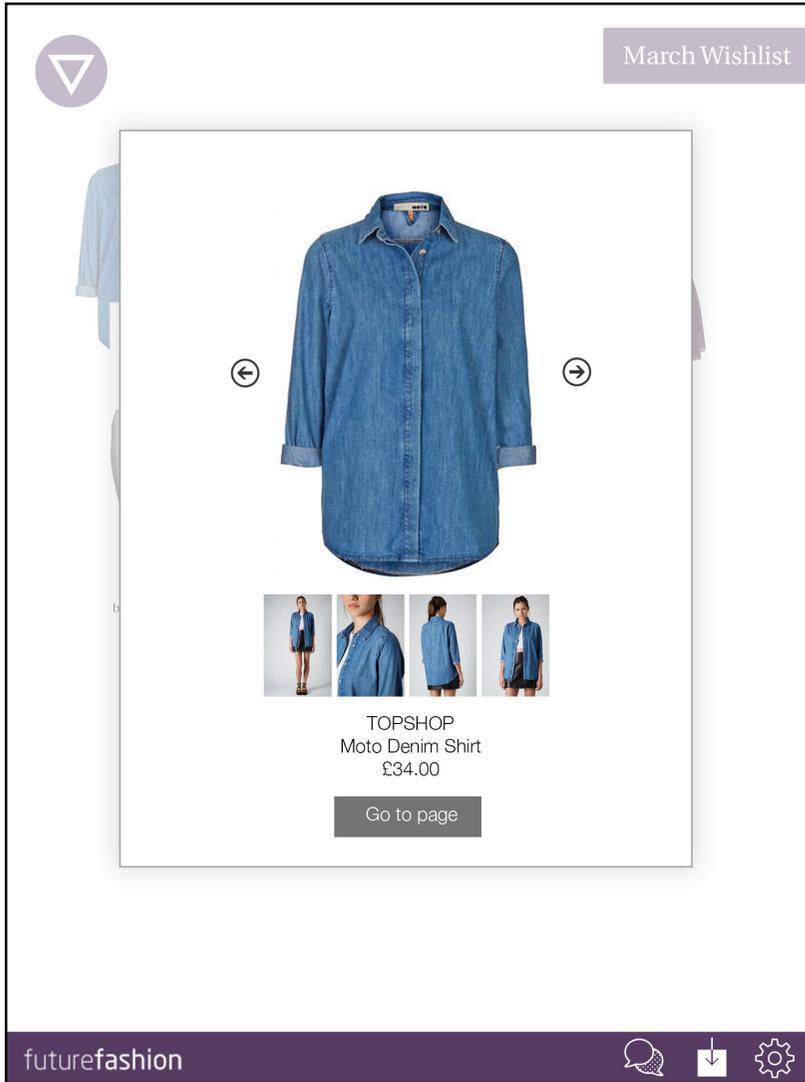
News Just In...

@futurefashion:
"Check out this beautiful picture of Keira Knightley - flawless."

@carolineyes10:
"Found @futurefashion's article on beauty so inspiring. Going make-up free today #barefacedbeauty"

@fashionista:
"Found @futurefashion's article on beauty so inspiring. Going make-up free today #barefacedbeauty"

@carolineyes
"Found @futurefashion's article on beauty so inspiring. Going make-up free today #barefacedbea"



wishlist designs

The second image shows an initial mock up for the wishlist page. The magnifying glass then activates a pop up which comes up and allows the user to view the garment or product in more detail before clicking through to go onto the website.

Caroline Innes
Interactive Media Design
Final Project: First Magazine

Throughout the magazine, products with a small '+' next to them will appear. The '+' can be tapped in order to add the clothing or product to this page to access at a later date.

FIRST
FIRST
FIRST
FIRST
FIRST
FIRST
FIRST
FIRST
FIRST

first
first
FIRST
magazine
first
FIRST

FIRST
first
first
first
start
HIT
START

rebranding

While initially mocking up my magazine in Photoshop, I began to want something catchier for the title - something memorable that describes instantly what the magazine is about.

a new way throughout the magazine and the first to integrate social media to full capture their audience.

I came up with the name "First" as I felt it represented the idea of being the first fashion magazine to successfully incorporate interactive and valuable content. Being the first to use digital technologies in

FIRST

finalising the brand

I knew I wanted a serif typeface, and I finally found this bold font that works wonderfully in colour and on top of colourful imagery in monochrome.

The look of the type suggests a fun, sixties, informal idea to the audience, which reflects the magazine intentions.

menu bar

After rebranding the magazine, I decided to develop and finalise the way in which the control panel would work.

In turn, I created this menu bar and changed the way in which the menu would work.

The menu

In previous wireframes, the menu has been accessible through an icon consistently displayed in the top left hand corner of the screen, or by pulling right on the page. However, I thought this could be confusing if readers try to swipe either left or right to access more content, an expected action within a magazine application.

Instead, I chose to create a small pop up menu that allows them direct links to the pages they might want to look at.

Icons

The icons displayed along the menu bar represent different actions the user might want to carry out while on the article pages. Clicking the home icon would take the user back to the contents page, where they can select a new article to read. The

star icon would allow users to favourite or bookmark the article they're on, which would save it as a link on the bookmarks page available through the pop up menu.

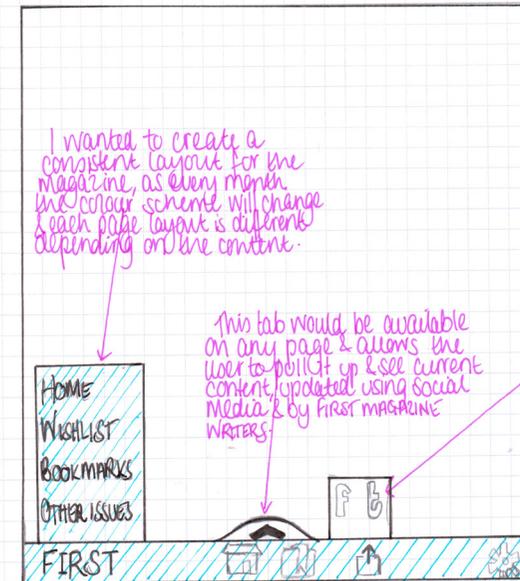
By clicking 'share', the user can then choose from either Facebook or Twitter to share their opinion with a link to the article attached. A typing box would then appear once a social network is selected to allow them to send their status or tweet.

Finally, the settings button would allow user to set font sizes, brightness preferences and potentially store their social media username and passwords to save them from logging in each time.

What's happening now

I wanted the current news to be accessible from any page in the magazine, so that if tweets or news stories appear as the user reads, they can easily pull the tab upwards to reveal the latest gossip and trends.

MENU BAR:



I wanted to create a consistent layout for the magazine, as every month the colour scheme will change & each page layout is different depending on the content.

This tab would be available on any page & allows the user to pull it up & see current content updated using social media & by first magazine.

The ability to share an article from within the app was integral to my concept of targeting social media-savvy females.

By clicking on 'first' users can access a small pop up menu which takes them to 4 main pages they could want to access at any time.

The contents page is effectively 'home' within any issue of the magazine.

I chose to implement the two most popular social networks, facebook & twitter.

By clicking this icon, users can 'save' the page to the bookmarks page and accessed at any time. This saves users navigating down through the whole issue again to find the article they loved.

testing layouts

Before I was able to create my own content, I began to look at creating page layouts, for example this interview page. I wanted to be able to implement videos and images within the text, rather than leave them on separate pages as print allows.

The easiest way to see if these layouts were successful was to view them on my iPad. By doing this I was able to look at the size and readability of the text, as well as seeing if there were any overwhelming features such as the size of the image or uneven spacing.

A major thing I discovered was the difference between creating content

for print and mobile devices. Following print examples for my original layouts, I created columns for large amounts of text. However, I discovered when testing my initial layouts on potential users than creating columns that were longer than the iPad screen size mean people have to scroll down to finish the first column and then back to the top to start the next column. Instead, I decided to create narrower pieces of text that were only one column wide so the user only had to scroll down to reveal all the content.



the making
of (content).

creating a theme

I had considered looking at a theme for my issue of First magazine. I originally considered making the magazine focus on colours, particularly the Spring Summer 2014 palettes to implement fashion.

Joyce directed me towards Monocle, which uses a different theme to focus the content around for each issue. This was particularly helpful, as it showed me how I could make my content fit with the theme.

After considering things such as individuality, colour and city culture, I decided to theme my magazine around **creativity**.

I collected questions for my interviews that asked about the interviewee's inspiration and their favourite things, coming from creative backgrounds.

I also tried to implement creativity in the outfit building shown in the trend articles and throughout each page in the magazine.

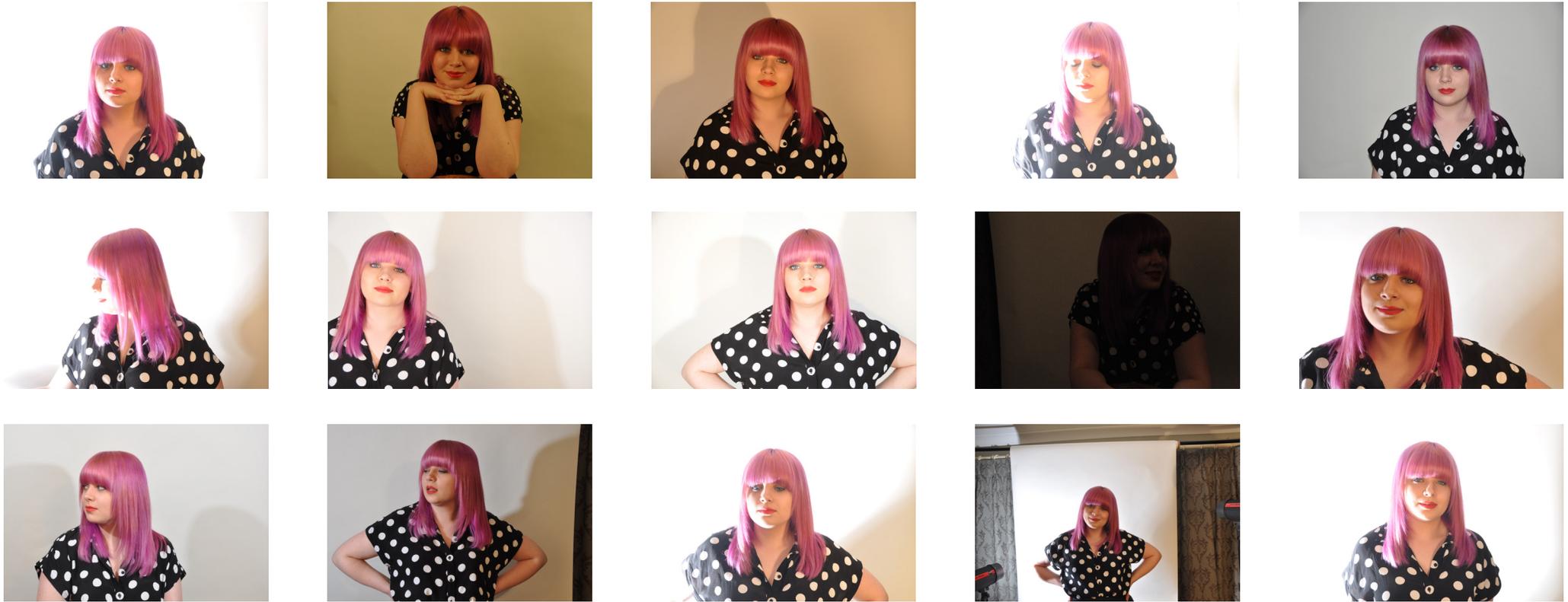


photo studio shoot

As I mentioned before, I wanted to create my own content. This meant finding people to participate in my photo shoots and interviews, as well as learning to set up my own portable photography studio in the front room.

This particular photo shoot was a big learning curve for me. As well as setting up the poles and lights physically, I also had to position the lights and correct

the brightness both the lights and flashes. The width of the paper roll also meant I couldn't take many zoomed out photographs.

However, I eventually figured out the lighting and positioning to minimise shadows, and collected some great images to be used in one of the interviews.



creating interviews

For the interviews section of my magazine, I decided to include audio clips of each of my interviewees speaking.

create more of a relationship with the reader.

Based on their creative backgrounds, I asked each person about their inspiration, job and style. I created short videos of each person while doing the interviews to implement within the article text and



making videos

Throughout the magazine, I wanted images and text to come alive and engage the reader. For this idea, I had to create my own videos.

In the fashion shoot pages, I created short full screen images which showed off the clothes, some with the model walking towards the camera, and others where the

model moves more subtly. I then edited these clips to include information about the clothing, and a wish list '+' button.

As well as being able to click on and save the clothes to the wish list while watching the videos, certain hashtags could appear to prompt social media responses which in turn produce more traffic to the

magazine and wider brand awareness.

the making
of (the
prototype).

JavaScript

Codecademy

Build "Rock, Paper, Scissors"

4/9

and 0.66, make `computerChoice` equal to "paper".

03. If `computerChoice` is between 0.67 and 1, make `computerChoice` equal to "scissors".

But there are three outcomes! If / else only lets us have two outcomes. What now?! We need to use if / else if / else. See the hint for the full syntax. You will laugh at how easy it is.

Instructions

01. Under your existing code, write out the if / else if / else statement.
02. In the respective code blocks, change the value of `computerChoice` based on the rules stated above. Remember, you do NOT have to use

script.js

```

1 var userChoice = prompt("Do you choose rock, paper or
  scissors?");
2
3 var computerChoice = Math.random( )
4
5 console.log(computerChoice)
6
7 if (computerChoice<0.33)
8 {
9   computerChoice="rock"
10 }
11 else if (computerChoice>0.34<0.66)
12 {
13   computerChoice="paper"
14 }
15 else (computerChoice>0.67)
16 {
17   computerChoice="scissors"
18 }

```

```

0.14157234388403594
"scissors"

```

learning javascript

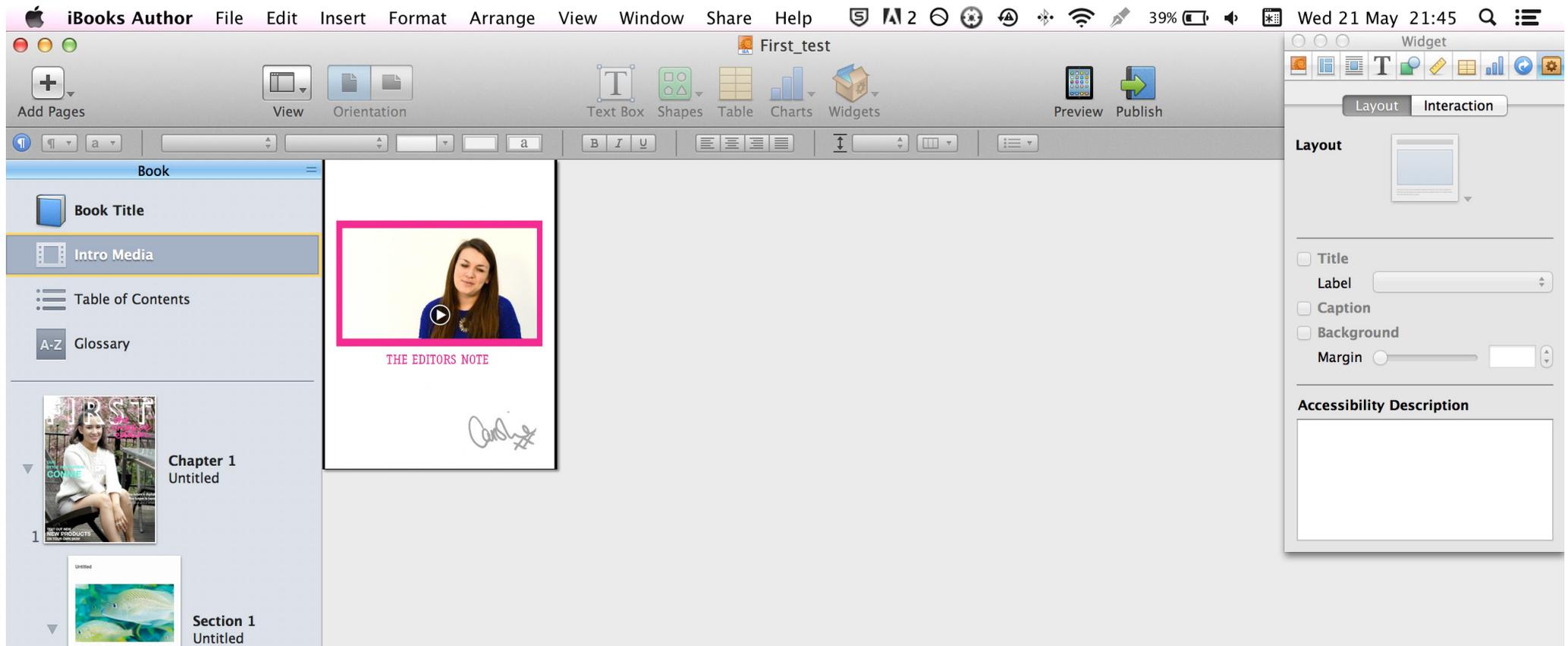
During the Easter holidays, I set myself the task of beginning to learn javascript in order to help use the prototyping tool Framer.

Framer works with Photoshop to produce images from groups and layers and can make a fully functioning, interactive prototype. I wanted to try the coding

side of things out for myself. I managed to complete 50% of the code academy javascript course before beginning to get confused, and after looking at some example code shown on the Framer website, I realised there was a much bigger gap between the basics I was learning, and what was being used to create the interactive prototypes. It was

also unrealistic to learn coding in such a short space of time when it was a much better use of my time to be experimenting visually with the layouts and magazine style.

are Function →



looking at ibooks

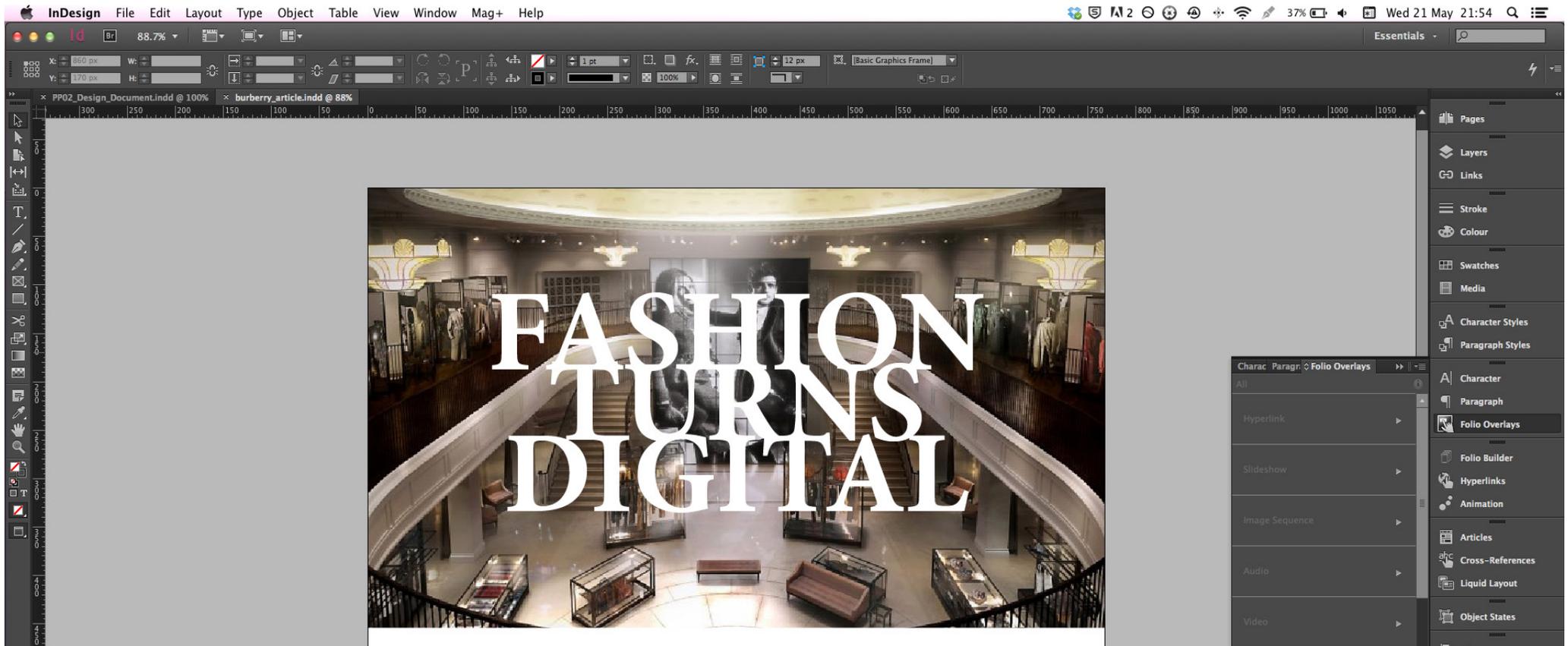
Having briefly used iBooks before, I thought this would be a more realistic way of creating my magazine prototype. It was important for me to allow users to interact with the prototype in a realistic way on a mobile device.

iBooks provided the opportunity to implement 'widgets' into the pages. These

include pop out information boxes, 3-D models, videos and more. The software allows previews on the iPad as well, using iBooks.

However, it was quite limiting with the page designs, and the creator cannot change the page order at a later date, only chapters. When importing videos, they

also take a relatively long time to optimise, which would slow my prototyping process down quite substantially.



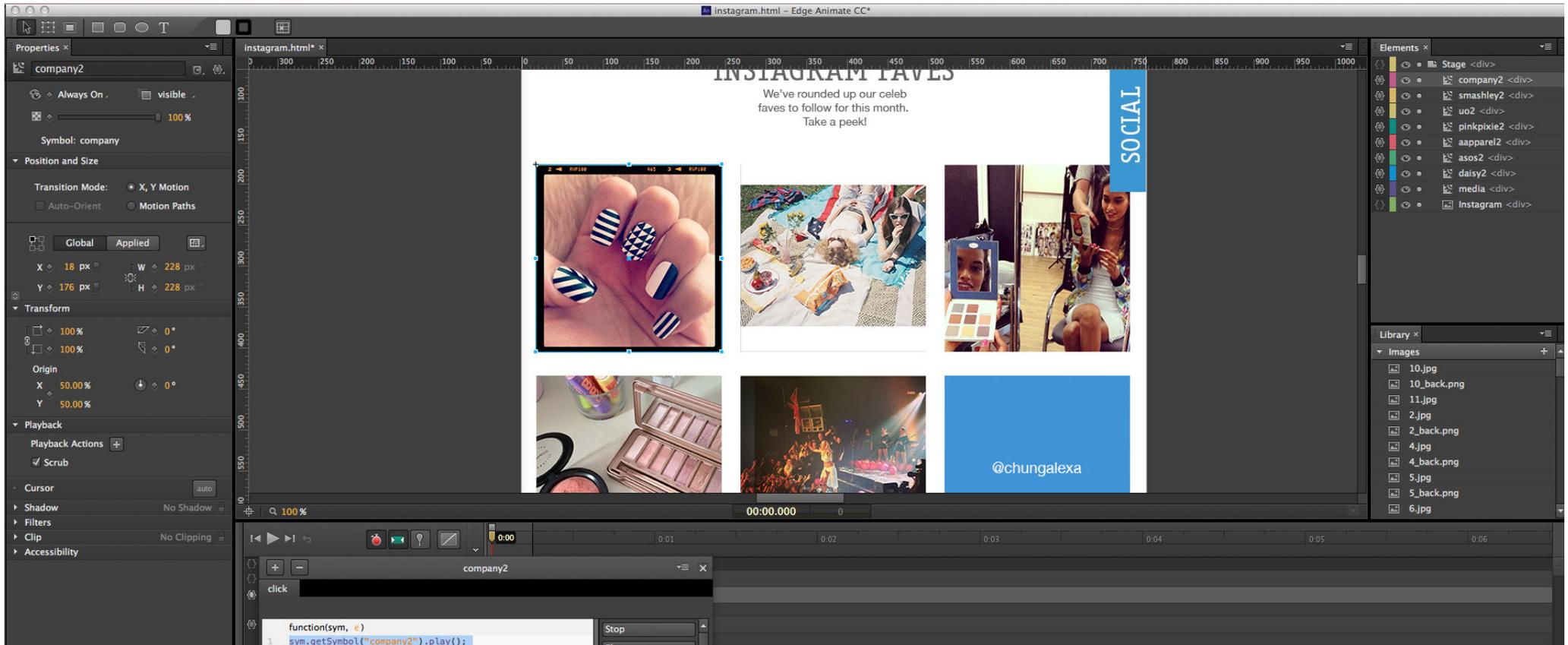
looking at indesign

InDesign's Digital Publishing Suite was one of the most suitable applications for creating my prototype.

The Folio builder allowed me to create interactive features including hyperlinks, slideshows, audio clips and scrollable frames.

It took me a while to experiment and realise the potential of InDesign's interactive panel and features as I had never used them before. However, the folio panel made it easy to preview my pages on an iPad as I went along without too much hassle or time which meant it was easy to adapt my designs to the screen size.

I was able to create a short 'test' prototype using the folio builder with some of the content I had produced. This allowed me understand what did and didn't work - for example only one video can play at a time on one page, and how to correctly label articles so they show up properly on Adobe Content Viewer.



using edge animate

Edge Animate is a relatively new Adobe web tool which uses javascript, HTML and CSS3 to help create interactive layouts.

From Edge Animate, it is possible to export .oam files into InDesign and maintain their interactivity. This was particularly useful for my project as I could allow images and pop ups to appear

within the pages when tapped on the iPad by the reader.

The limitations with using Edge Animate in InDesign were the lack to interactivity beyond what was coded in the .oam file. For example, on the contents page, the short summaries slide in once clicked, and slide out again when clicked a second

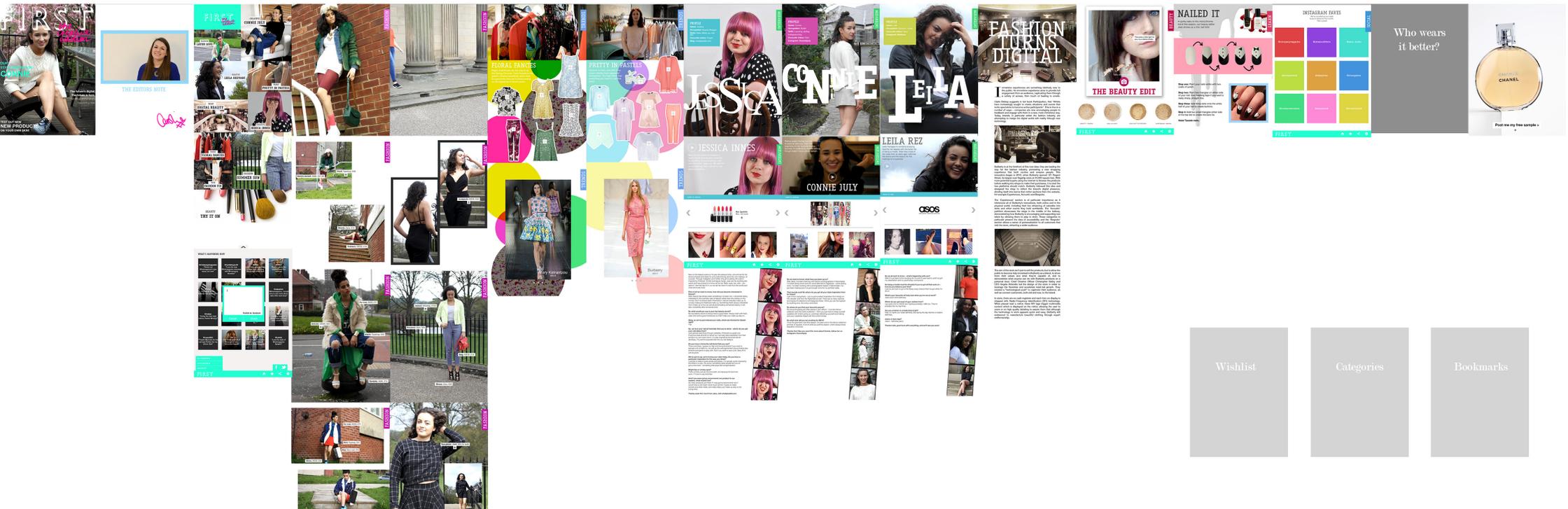
time. This meant that once placed in InDesign, I was unable to link the image to take the reader to the actual article upon clicking.

further

development.

Front page	Editor's Note	Content's Page	Layer Love Fashion Shoot Full page video	Summer Brights Fashion Shoot	Floral Trend Margot video Products	Pastel Trend Margot video Products	Jessica's interview full page image profile scroll	Connie's interview full page image profile scroll	Leila's interview full page image profile scroll	Digital Future Article images and text to scroll through	Webeam Beauty Products skin colour	Nail art tutorial	Instagram GIF Page	Who wears it better?	Perfume advert
			two smaller videos		catwalk images	catwalk images	interview images and text	interview images and text	interview images and text		skin colour				
			full page video								skin colour				
			Full page												

the plan



- Wishlist
- Categories
- Bookmarks

scrollable frames

In InDesign, one of the main problems I had while building my folio was scrolling content.

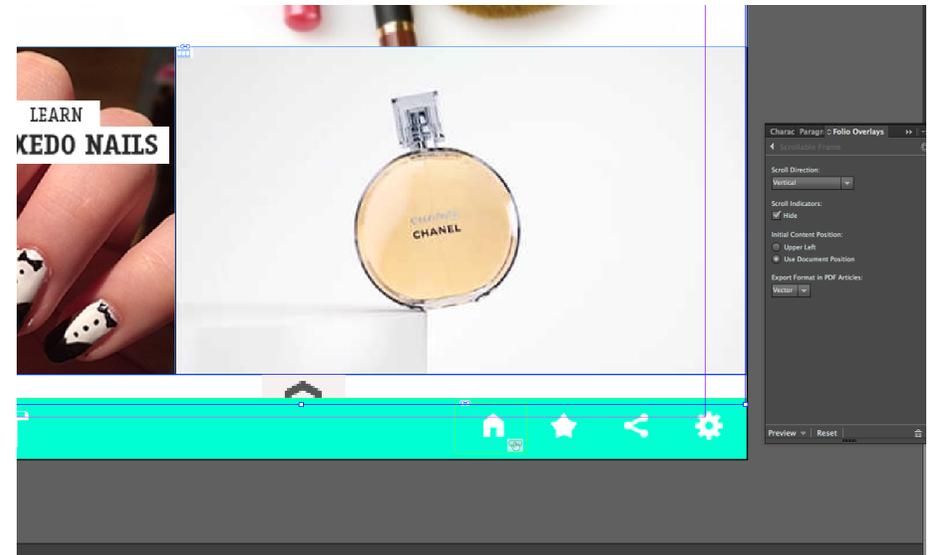
With options available for scrolling vertically or horizontally, I couldn't figure out why the pages I'd set to be the width of the iPad screen (768px), but twice the length would not export into the folio.

Eventually I found the answer to this through watching several tutorials online, which meant that I could create longer articles, allowing the reader to swipe down to read in depth and across to access new articles.

Within the pages, I then wanted some parts to be scrollable, for example people could pull up to

reveal the "what's happening now" section of the magazine. I was finally able to get these working on the contents and some other pages in order to enhance the interactivity available while still allowing the pages to look neat and clean.

Learning about scrollable frames also enabled me to partially implement the lever arch file category tabs. These can be accessed by pulling left on the tab present on each page. Ideally, the user could then select and click on the category they wanted and they would be directed to the first page of that category.



user testing and feedback

Throughout my design process I created and tested page layouts on the iPad with people from the target audience. I was also able to gain feedback from potential users on the full concept by showing my video:

Simon

“First magazine, I think, is the magazine that companies aim to achieve. Although they appear to be digital in appearance, their content really isn't. I think there's a great balance of both static and interactive features that make the magazine nice to read and compelling enough to not put down - too much interactivity, I think, would have been too much for something that is still essentially a print-based area.

I really like the branding, I think it's fun and modern and it does well to integrate with the front cover. The subtle videos that play in the backgrounds, that perhaps aren't that essential, give the magazine a fun and almost magical experience - it's as though it's from a Harry Potter theme. The contents page is also

really nice as it presents all articles, advertisements and products all in one place - it becomes the 'hub' of the whole magazine.

I think First magazine is probably the ideal interactive magazine, where users don't solely have to swipe to read their articles - they are drawn into it through its interactivity.”

Steve

In the final presentation, when presented with the iPad prototype, Steve seemed a little overwhelmed by all the videos beginning to move as the pages turned and wasn't sure what did and didn't move.

As a result, I decided to implement a short user guide at the front of the magazine which explains the icons available on each page in the menu bar, as well as some of the features that are clickable (such as adding an item to your wishlist or viewing extra content).

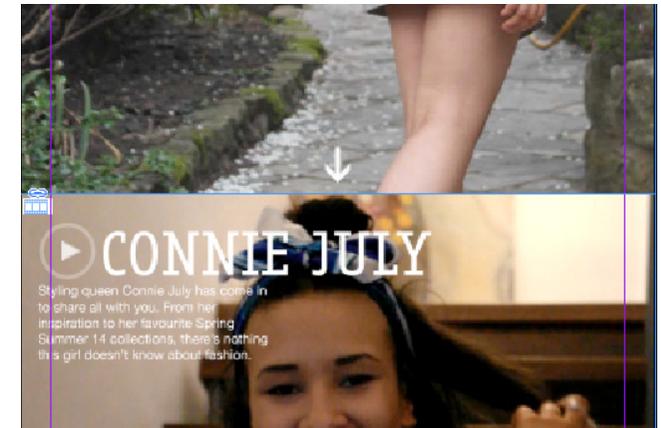
As I'd seen many user guides in current digital magazines during

my research, I believed them to be a bit overwhelming - no one could remember all the little symbols and what they mean from just one page. So as well as putting the very basics on a user guide at the beginning, I also added smaller prompts throughout the magazine to show users where they could click.

Katie

After interviewing Katie at the beginning of my research process for this project, I was interested to see what she thought of my own prototype.

Katie said: “I really like the new layout, the prompts are easy to understand and the style is distinctive and flows well throughout the magazine. It is much easier to navigate using simple swipe motions in comparison to the magazines I was shown before which included a lot of moveable content within the pages themselves. I would definitely consider reading magazines this way, particularly because of the way social media has been integrated”.



final designs.



the front cover

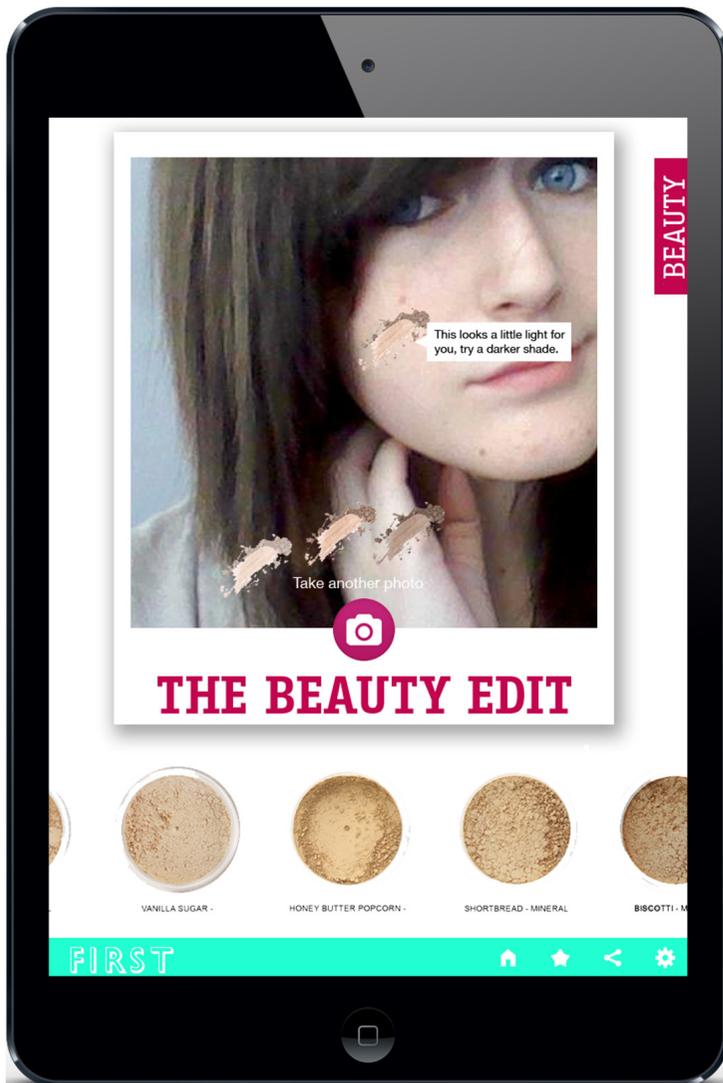
The front cover is similar to that of a print magazine, but with less content shown on the front. I wanted people to explore and discover the content through the distinctive contents page.

Each issue would use a different colour scheme, and for this particular issue I chose pink and green to brighten the aesthetics.

One of the main factors about the

front cover is the video behind the text. I found this in particular engaged people when they began to read the magazine as they connected with the model on the front.



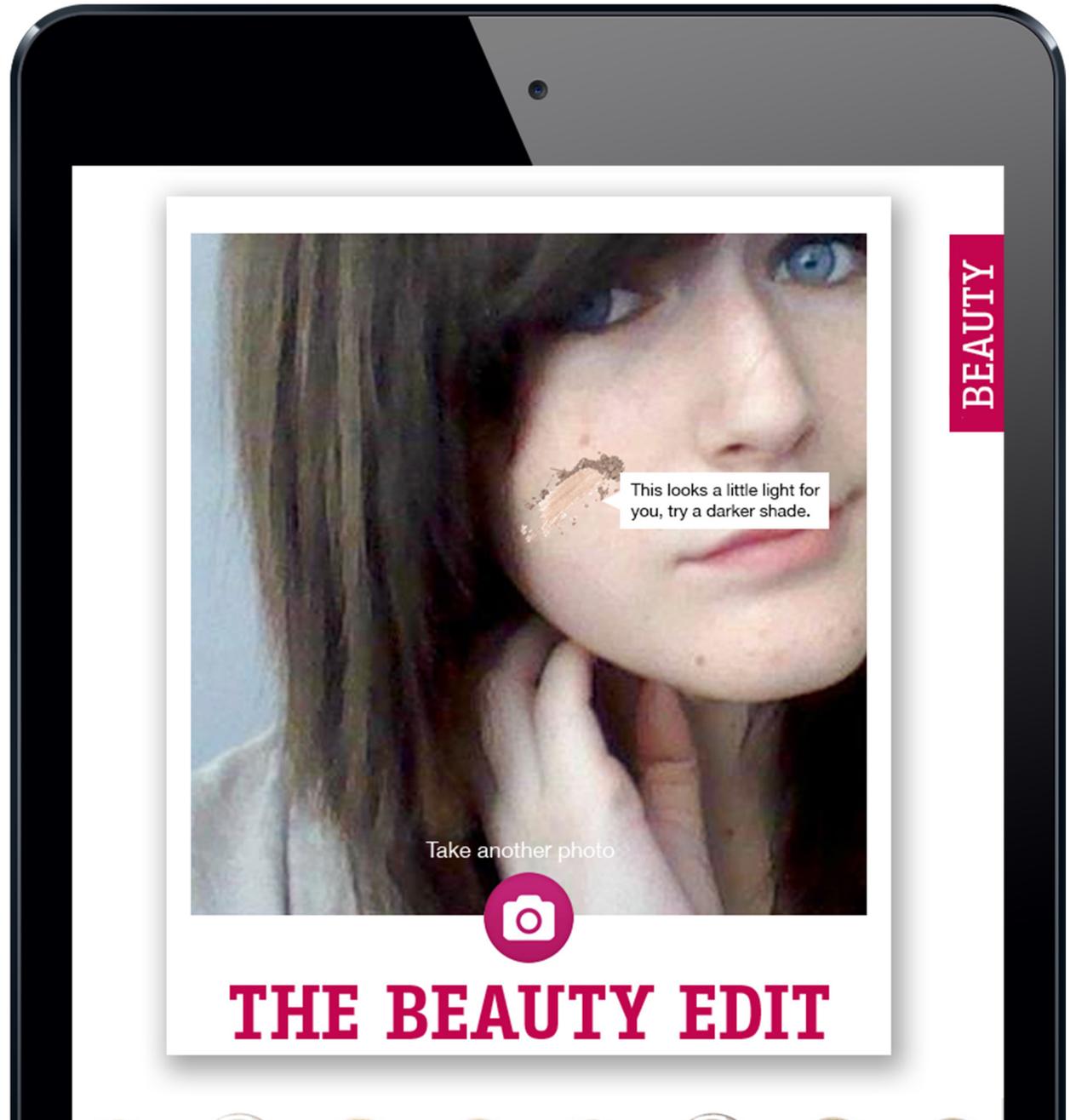


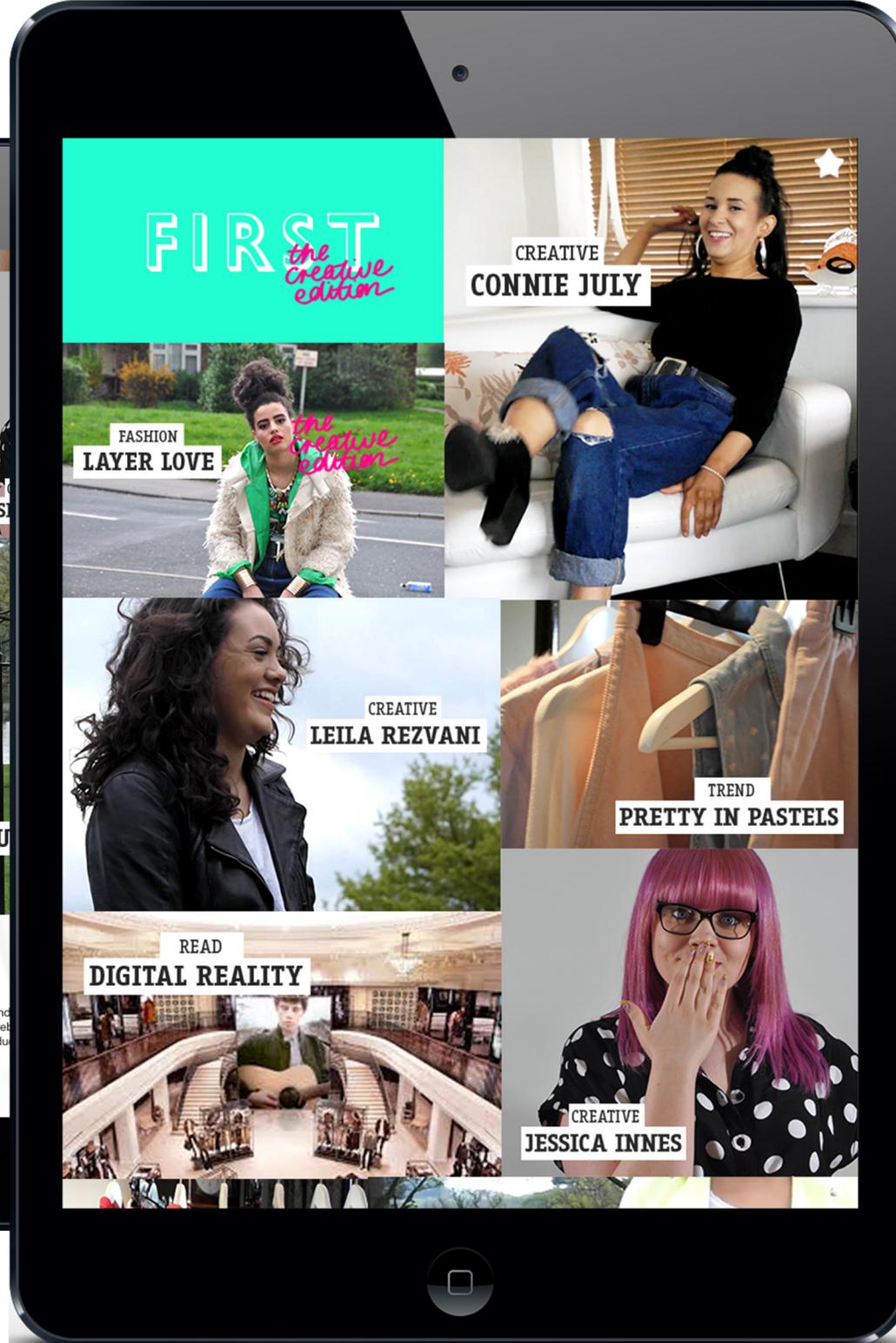
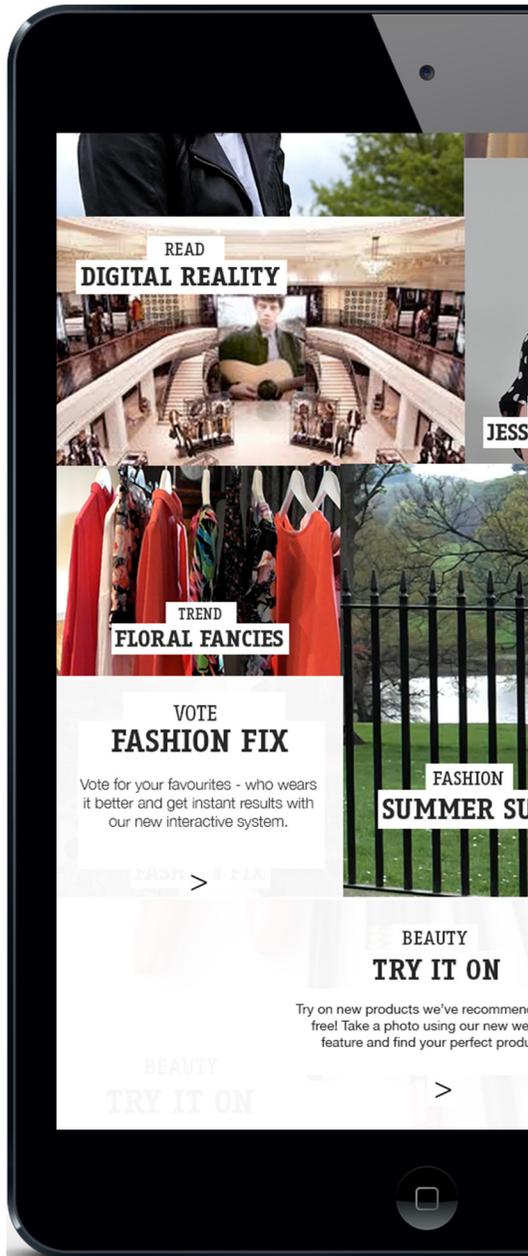
the beauty edit

The Beauty Edit was a major interactive and engaging part of my digital magazine concept.

The photograph here represents the user reading the magazine. The page would allow them to use the front facing camera on their mobile device and take a

photograph of themselves and try on different shades of product by tapping the colours below and then swiping across their face. Colour recognition technology within the app can then determine whether the shade matches their skin colour in the photo.





the contents

Throughout every issue, I feel the contents page would contain the same style as shown in this example to create a unique look and feel for First Magazine.

By clicking the images, users can view a short summary of the article, and then click the image again to be taken directly to that page and read the magazine issue in a non-linear fashion. Alternatively, they can swipe the screen left to begin reading from start to finish.

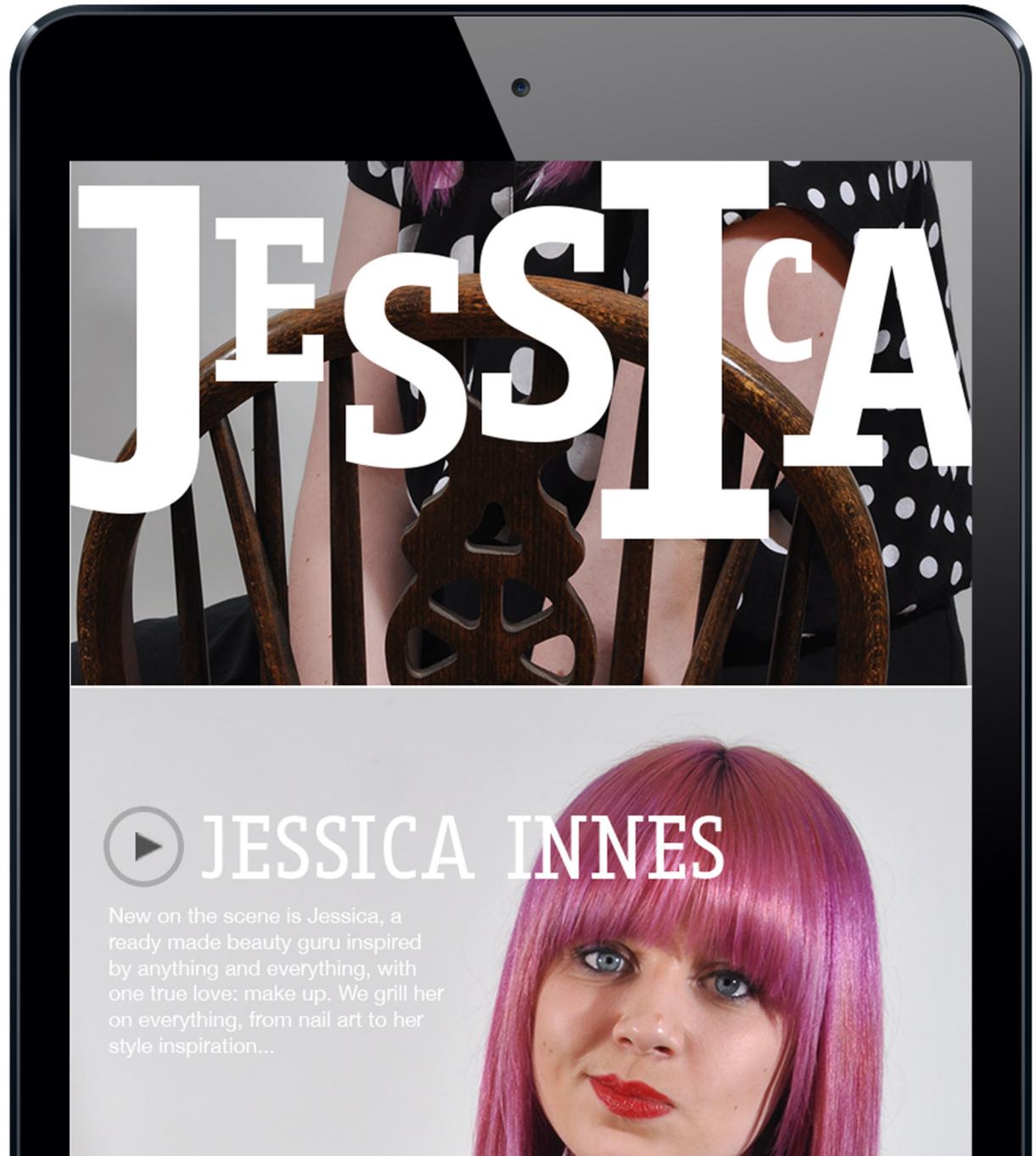
By clicking on the "First" image in the top left of the screen, the user can also be taken back to the Editor's Note.

interviews

I was originally torn between making video interviews and audio clips. In the end, I decided to go for audio clips as this allows the user to explore the full length of the interview page while the interviewee is talking.

The interviewee is introduced using a title page with a short profile, and the reader can then scroll down to begin the audio clip by pressing play by their name. As the interviewee talks, products and images scroll across the screen to match the things they talk about and link the readers directly to the products. They are also able to save them to their wishlist.

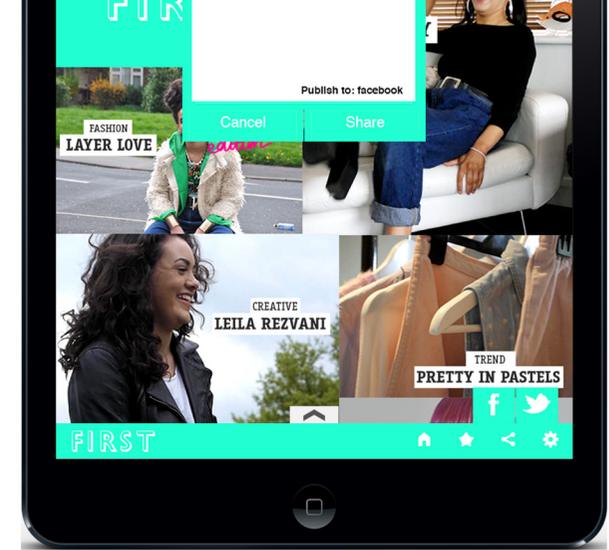
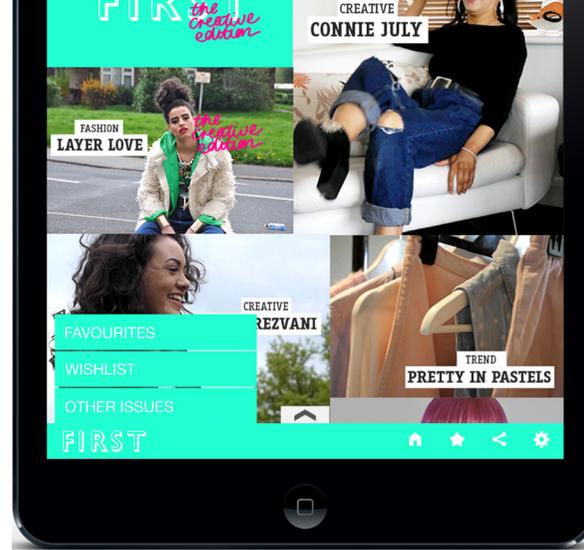
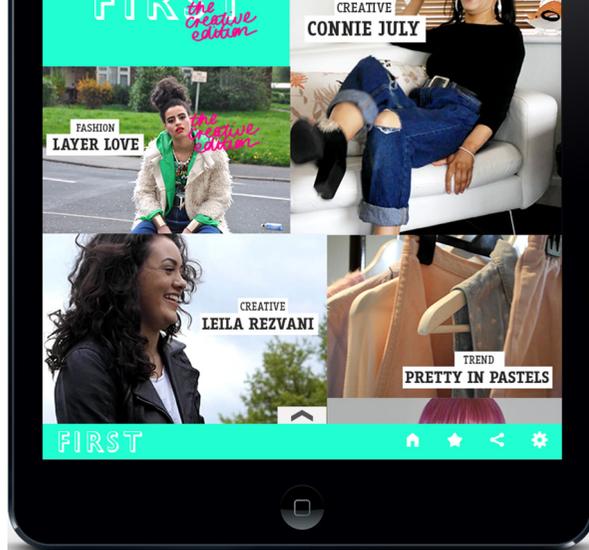
In addition to the audio, the written interview is included further down the page, with the more images that come to life as the user scrolls down.



JESSICA INNES

New on the scene is Jessica, a ready made beauty guru inspired by anything and everything, with one true love: make up. We grill her on everything, from nail art to her style inspiration...





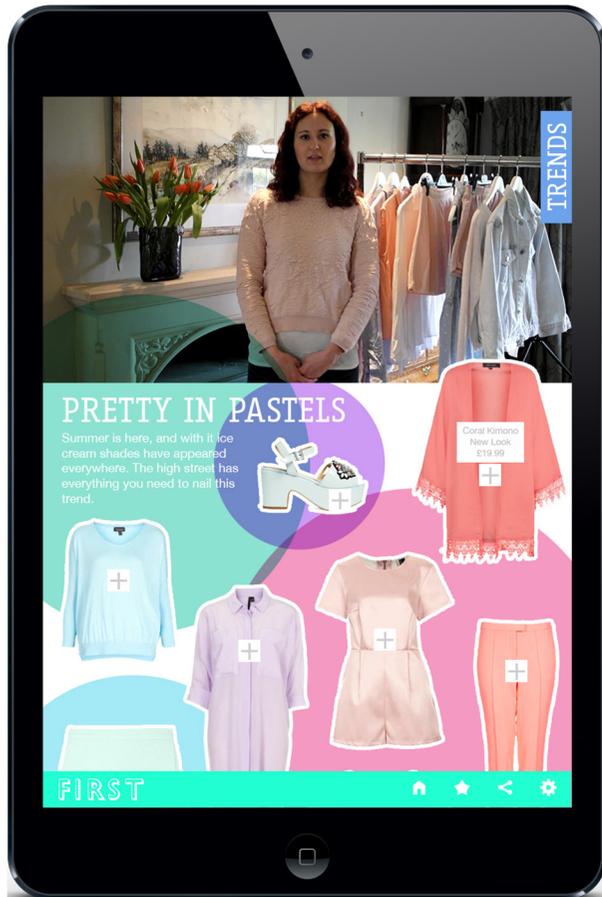
the menu

On the bottom of the screen throughout the magazine is the menu bar. This stays in position as content scrolls behind it. From the menu bar, the user can select “First”, which brings up a small pop up menu that can take the reader to the wishlist, favourites or other issues pages.

By clicking the home icon, users can return to the contents page at anytime, giving them the option to read in a non-linear format.

By clicking the star icon, users can save the article they’re currently viewing to their favourites list.

The share icon allows readers to share their opinion on either Facebook or Twitter without leaving the app. They can sign in to their social media accounts using the settings page and post tweets or statuses just by typing in the box, and the article will automatically be linked.



trends

Video

For the two Spring Summer '14 trends I focused on during this issue, I created short videos featuring the Style Editor describing the key aspects of the trend, how to accessorise it as well as bold and subtle looks. This video automatically plays as the user opens the page, but can be paused

and replayed as many times as the reader wants.

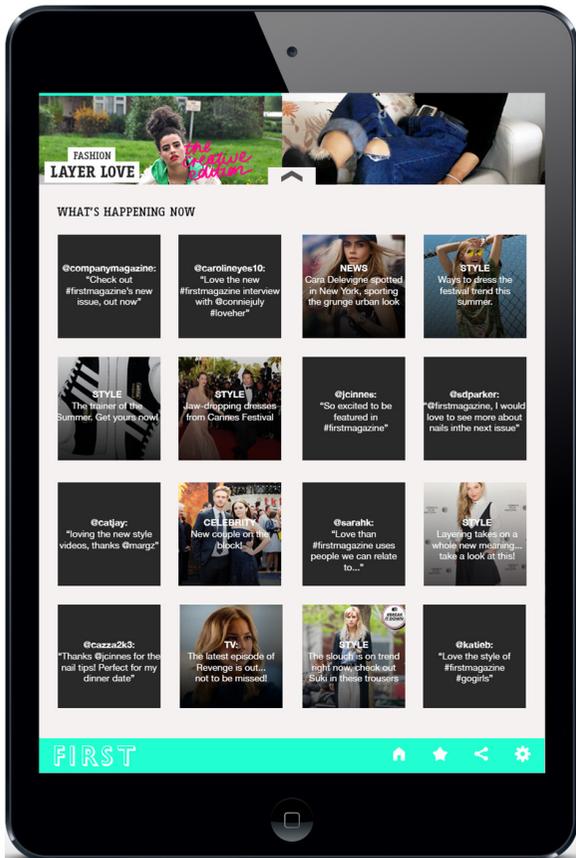
Products

Tapping the '+' sign on any product will reveal its title, where it's from and the price. The second '+' can then be used to add the product to the reader's wishlist.

Catwalks

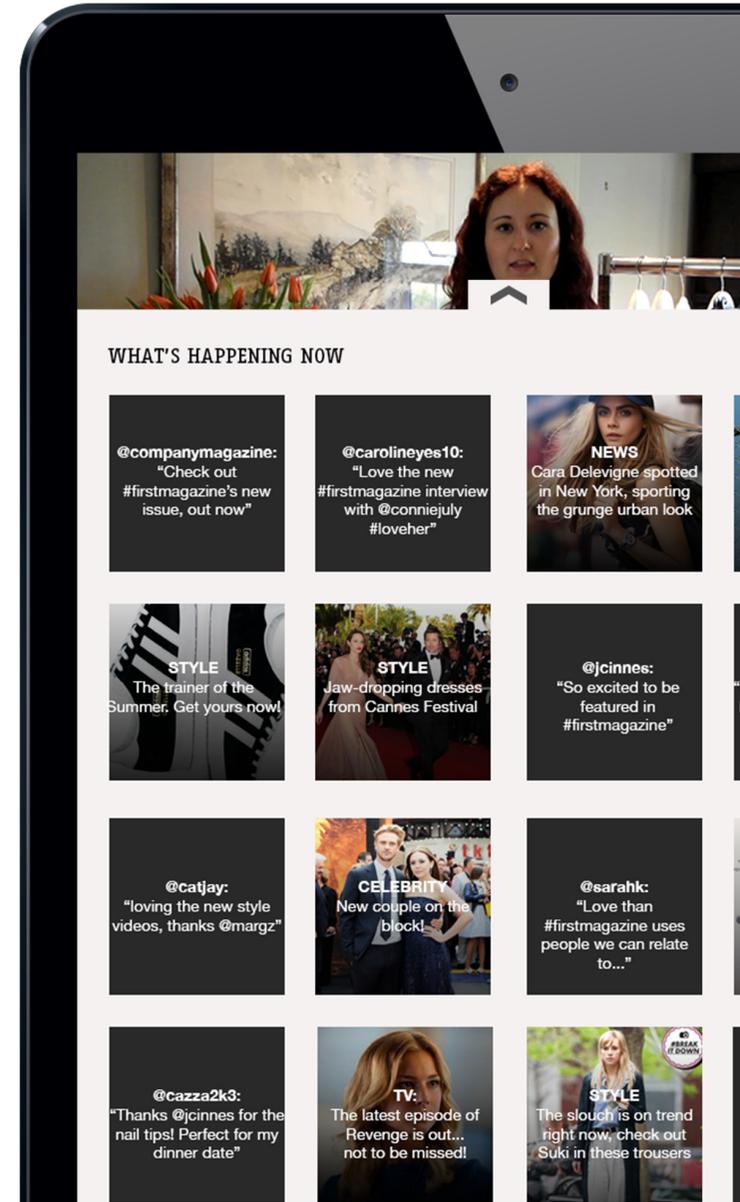
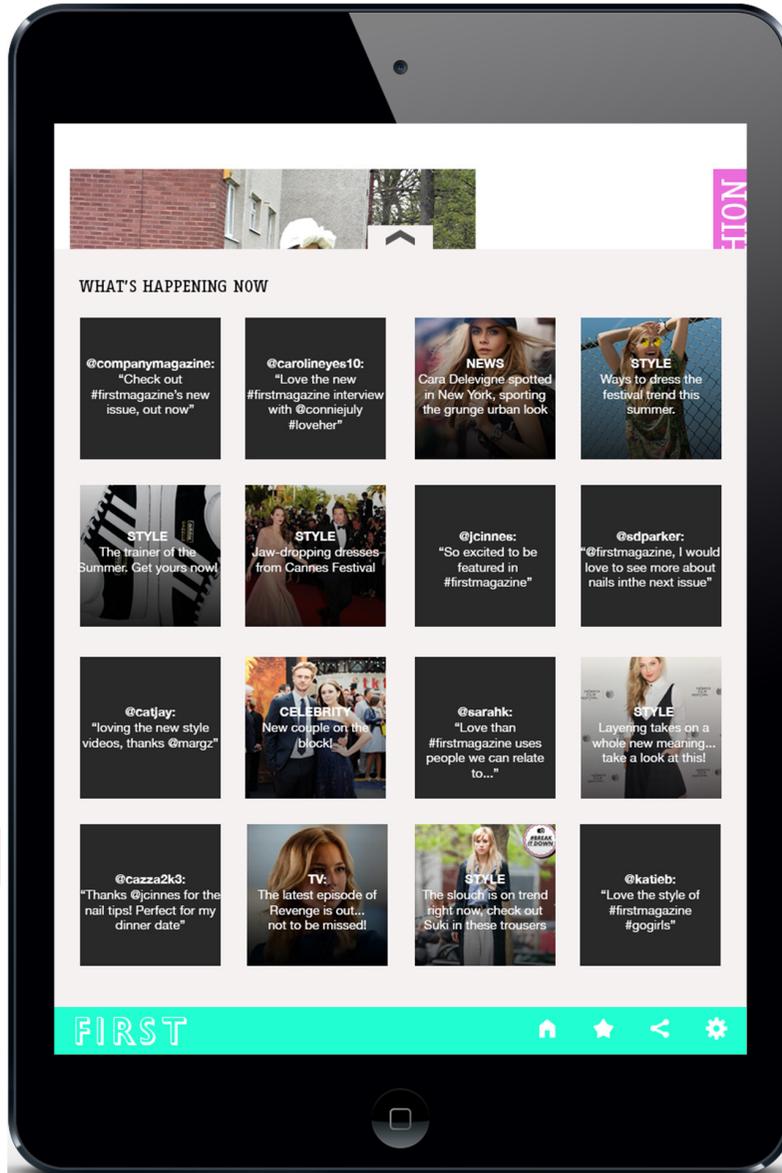
Further down the page, users can swipe to see different catwalk images of the trend.

Caroline Innes
Interactive Media Design
Final Project: First Magazine



what's happening now

From any page in the magazine, users can swipe the small arrow that lies above the menu bar to reveal this page which contains new fashion news, trend updates and tweets aimed at First Magazine. These are updated constantly to add interest and further engage readers, as once they've read all the articles available in the current issue, they can continue checking back for up-to-date content.

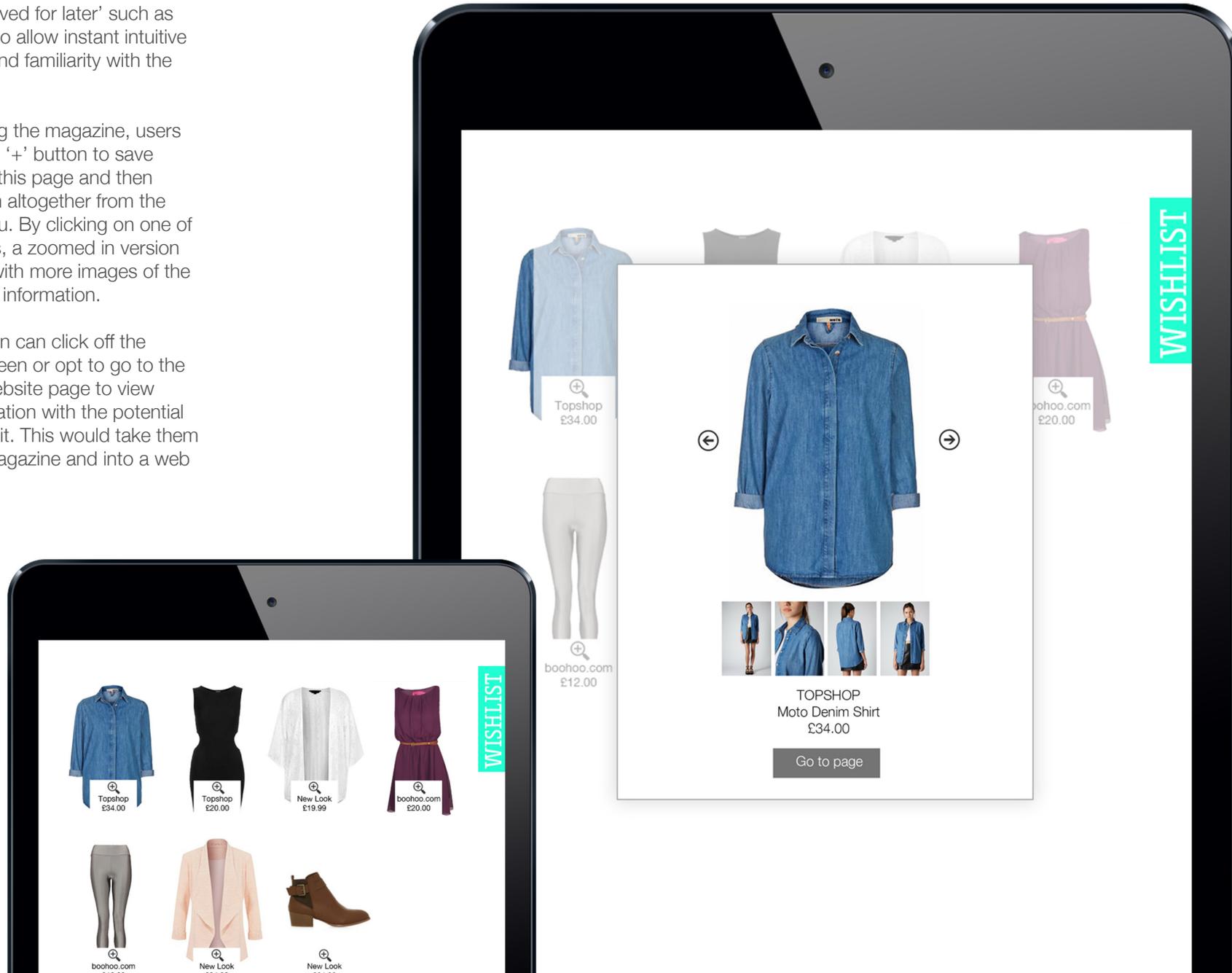


wishlist

The wishlist page layout is similar to those found on e-commerce websites 'saved for later' such as ASOS.com to allow instant intuitive interaction and familiarity with the reader.

While reading the magazine, users can click the '+' button to save products to this page and then access them altogether from the pop up menu. By clicking on one of the products, a zoomed in version will appear with more images of the product and information.

The user then can click off the close up screen or opt to go to the product's website page to view more information with the potential to purchase it. This would take them out of the magazine and into a web browser.



the icon

Although my prototype is only available through Adobe Content Viewer, similar to the Newsstand, in reality I wanted the magazine to become it's own app available on the home screen.



final images.



Caroline Innes
Interactive Media Design
Final Project: First Magazine

FIRST

Let us show you a few things...



This arrow represents the ability to reveal more content by scrolling down.



This plus sign means you can view more information. Click it twice and the product can be saved to your wishlist and accessed at anytime.



Most images will begin to move as you open the page, but if they don't - just tap.



Wherever you are in the magazine, you can access the contents page by clicking on the home icon.



Save an article to read later or favourite it by clicking the star icon. These pages are all saved in once place for later.



Share what you're thinking about First Magazine or a particular article on your social channels without even leaving the app.



Check your settings are suited to you.



THE EDITORS NOTE

Caroline #

Caroline Innes
Interactive Media Design
Final Project: First Magazine

FIRST
the creative culture

CREATIVE
CONNIE JULY

FASHION
LAYER LOVE

CREATIVE
LEILA REZVANI

TREND
PRETTY IN PASTELS

READ
DIGITAL REALITY

CREATIVE
JESSICA INNES

TREND
FLORAL FANCIES

VOTE
FASHION FIX

Vote for your favourites - who wears it better and get instant results with our new interactive system.

FASHION
SUMMER SUN

BEAUTY
TRY IT ON

Try on new products we've recommended - for free! Take a photo using our new webcam feature and find your perfect products!

LEARN
TUXEDO NAILS

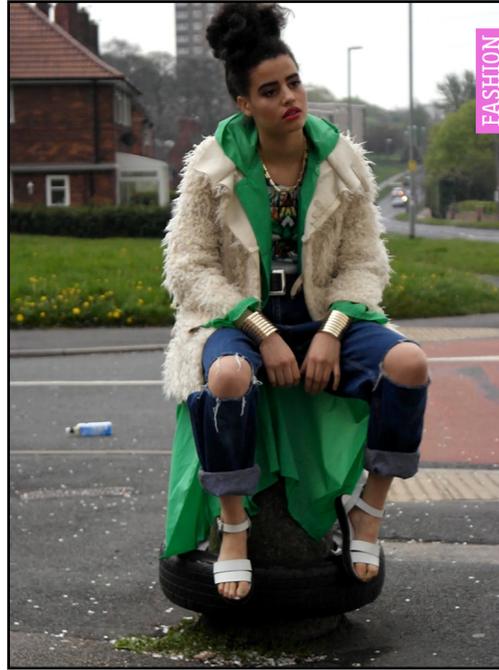
Check out Jessica's latest nail tutorial showing you how to do these tuxedo nails. Perfect for the dinner date!



FASHION



FASHION



FASHION



FASHION



FASHION



FASHION



FASHION



FASHION



TRENDS

FLORAL FANCIES

Bright, bold florals are the way to go this Spring/Summer. Think flowers in the garden, flowing beautifully rather than the geometric take we've been seeing on the highstreet in recent years.



TRENDS



Mary Katrantzou
SS14



TRENDS

PRETTY IN PASTELS

Summer is here, and with it, the cream shades have appeared everywhere. The high street has everything you need to nail this trend.



TRENDS



Burberry
SS14

PROFILE
 Name: Connie
 Occupation: Stylist
 Skills: Sewing, styling, Instagramming
 Favourite colour: Red
 Instagram: @conniejuly

CONNIE

Styling queen Connie July has come in to share all with you. From her inspiration to her favourite Spring Summer '14 collections, from anything this girl doesn't know about fashion.

CONNIE JULY

Listen to Jessica

FIRST

So we want to know, what have you been up to?
 Well, lately I've been styling with fashion photographers in Manchester. I've been doing some work for some alternative magazines - some styling work. I've been working with a photographer based in Manchester. I've just been making sure I've got enough work for my portfolio really.

That sounds cool! So where do you get all your style inspiration from?
 I get from everywhere - you've got constant inspiration from things on the catwalk, and from the highstreet as well. There are so many replicas and copies of collections and designers there. I think you can be inspired by anything from, like colour and brand.

So where do you find your favourite pieces?
 My favourite pieces are often pieces I can't afford. I love the Kenzo collection and the Celine collection. I think you just have to keep yourself updated with what's going on, and have refreshing yourself and making sure your wardrobe keeps with the current trends.

So what look will you be coveting for SS14?
 I love the geometric look this season. It's been a bit in the Kenzo collection and lots of squares. A lot of white as well this season, which always looks beautiful in Summer.

Thanks Cool! See you soon! For more about Connie, follow her on Instagram @conniejuly

PROFILE
 Name: Jessica
 Occupation: Beauty blogger
 Skills: Nails, Make up, Hair
 Favourite Colour: Purple
 Blog: whatipwants.com

JESSICA

Now on the scene is Jessica, a hobby made beauty guru inspired by everything and everything, with one thing that makes her up. We grill her on everything that's been real art to her style inspiration.

JESSICA INNES

Listen to Jessica

10 Beauty Must-Haves
 at ASOS £14.95 each
 Listen to Jessica
 £11.99

FIRST

Now on the beauty scene is 19 year old Jessica Innes, who arrives for her about printed and ready for us to style things like her own makeup, of course! Through Instagram and before this girl is setting off a storm inspired by Pinterest, Tumblr and beauty blogs, Jess can do anything she wants and has products to show for it. Hair, eyes, lips, skin - you name it, she has tips for it, so we set her down to see how she works and what she loves most.

First of all we want to know, how did you become interested in beauty?
 Well, beauty has always been something I've been into. I remember being interested in the cosmetic side of things when I was the girl on the runway. But I've always been interested in natural everyday make up, to surely make me to impress make up. Something that always interested me in make up is how as well as accentuating someone's beauty, it can also completely alter someone's look.

So what would you say is your top beauty secret?
 My top beauty secret is always have a good base. Always start with fresh, clean skin and a good moisturiser so that it helps your make up stay on.

Okay, so we've just noticed your nails, which are themed for Easter right?
 Yes.

So, we love your nail art tutorials that you've done - where do you get your nail ideas from?
 I just come searching through websites. Pinterest is a great one. I always look at all of that but normally take inspiration from that and put my own twist on it. I'm also inspired as I studied nail art design, so my mind incorporates that into my nail designs.

Do you have a favourite nail trend that you use?
 Tricky one there. I guess my high and favourite trend if you want to replicate it is baby nails. As well as the well segmented colours there are batons and gems to play with. But if you want to save a bit, Barry M is just as good.

We've got to say we're loving your style today. Do you have a particular inspiration for the way you dress?
 I just like to keep it quite simple and classy. I'm actually quite inspired by the 1950s in a way. You know, something quite simple but you've got a nice twist - something that goes like a night look.

Bright lips or smoky eyes?
 That's a tricky one as I do love both, but because it's Summer soon, I'd have to say, bright lips.

And if you were gonna recommend one product to our readers, what would it be?
 So many products out there! If I was gonna recommend one it would have to be the Garnier tooth cream. It's got an really smooth and dress make, and really helps your make up stay on for a long time.

PROFILE
 Name: Leila
 Occupation: Student, model
 Favourite colour: Navy
 Instagram: @leilarez

LEILA

Leila manages to combine studying hard for her degree with the love of being a model. Taler than most of her class from an early age, Leila has the brains and the beauty for the makings of a superstar.

LEILA REZ

Listen to Leila

OSOS
 discover fashion online

FIRST

So we all want to know - what's happening with you?
 Well I'm just back home studying for my end of year exams, and I've got my dissertation and my psychology coursework.

So being a model must be stressful if you've got all that work on - how do you balance your time?
 I just try to make sure I go to the library every chance that I've got while I'm at uni.

What's your favourite of daily look when you're not at work? Jeans and a nice cardigan.

Where do you get most of your clothes from?
 I go quite a lot on ASOS and Topshop probably. H&M too. They're probably the best for my tastes.

Are you a trainer or a heels kind of girl?
 Well, on nights out, heels definitely. But during the day trainers or loafers definitely.

Jeans or bare legs?
 Jeans - definitely jeans.

Thanks Leila, good luck with everything, and we'll see you soon!

NAILED IT

A quirky take on the monochrome trend this season, our beauty editor Jess shows us a chic nail trick:



LEARN



Step one: Paint your nails white with two coats of polish.

Step two: Paint two triangles on either side of your nail. Use masking tape if you want a really sharp, straight line.

Step three: Add three dots onto the white half of your nail to create buttons.

Step 4: Add two small triangles either side of the top dot to create the bow tie.

Voila! Tuxedo nails.



Immersive experiences are something relatively new to the public. An immersive experience aims to provide full engagement from an audience, capturing them through a variety of senses, from touch of hearing to smells.

Claire Bishop suggests in her book *Participation*, that "Artists have increasingly sought to create situations and events that invite spectators to become active participants". This is true in a number of ways – companies are now encouraging people to feedback and engage with them in a new, more immersive way. Today, brands, in particular within the fashion industry, are attempting to merge the digital world with reality through new technology.



Burberry is at the forefront of this new idea: they are leading the way for the fashion industry, pioneering a new shopping experience that both excites and amazes people. This innovation began in 2012, when Burberry opened 121 Regent Street, its largest ever flagship store at 44,000 square feet. With more potential buyers using the internet to browse the products before walking into shops to make their purchases, it is clear the two platforms should match. Burberry followed this idea and designed the shop to reflect the brand's digital presence, dividing itself into rooms that mirror sections from the website, for example Experiences, Acoustic and Bespoke.

The 'Experiences' section is of particular importance as it references all of Burberry's innovations, both online and in the physical world, including their live streaming of catwalks into store and other events they hold worldwide. The 'Acoustic' partition showcases the stage in the middle of the hallway, demonstrating how Burberry is encouraging and supporting new talent by allowing them to play in store. These categories in particular present the idea of accessibility and the 'Bespoke' section allows a sense of personalisation to all customers that visit the store, attracting a wider audience.



The aim of the store isn't just to sell the products, but to allow the public to become fully immersed in Burberry as a brand, to show them their values and what they're capable of, and to demonstrate what anyone can do with Burberry products on a personal level. Chief Creative Officer Christopher Bailey and CEO Angela Ahrendts led the design of the store in order to leverage the franchise and accelerate retail-led growth. They created a "technological push" to captivate their audience, as well as connect customers, both old and new, to the brand.

In store, there are no cash registers and each item on display is chipped with Radio-Frequency Identification (RFID) technology. When placed near a mirror, these RFID tags trigger multimedia content which is displayed on the mirror, allowing the user to zoom in on high quality detailing to assure them that although the technology in store appears quick and easy, Burberry still endeavours to manufacture beautiful clothing through expert craftsmanship.

INSTAGRAM FAVES

We've rounded up our celeb faves to follow for this month. Take a peek!

SOCIAL

@companymagazine

@urbanoutfitters

@asos_studio

@pinkpixiedoll

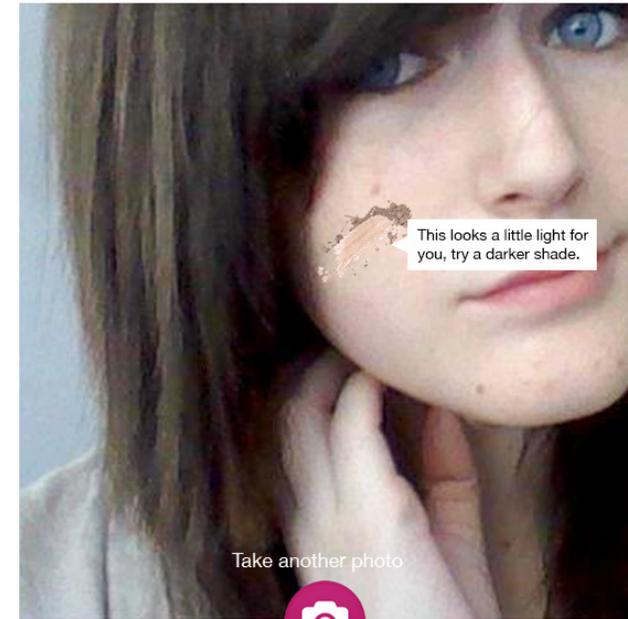
@daisylowe

@chungalexa

@mediamarmalade

@aappareluk

@smashleybell



This looks a little light for you, try a darker shade.

Take another photo



THE BEAUTY EDIT



MINERAL



BISCOTTI - MINERAL



VANILLA SUGAR



HONEY BUTTER POPCORN



SHORTBREAD - MINERAL

BEAUTY



Topshop
£34.00



Topshop
£20.00



New Look
£19.99



boohoo.com
£20.00



boohoo.com
£12.00



New Look
£24.99



New Look
£24.99

WISHLIST

FAVOURITES



MARCH

APRIL

MAY

final concept video



prototype walkthrough



ident



evaluation.

Overall, I believe I have created a successful application that has taken into consideration the faults and negative aspects of current digital magazines and combatted them by implementing new technology and improving the navigation. I have also focused heavily on my target audience, honing the social media integration and engagement throughout the magazine itself.

The video

The concept video shows the idea exactly, with the scrolling content which moves behind the menu bar, and other features such as highlighting text as videos are playing, so users can read further in depth. The feedback I gained from showing the video to peers and my potential target market was particularly positive, with people commenting on the use of videos within every page and the different new ideas inside the concept.

The software

Having used InDesign for mainly non-interactive projects and documents, it was a great learning curve during this project to find out it's potential as a programme and see what features I could implement in my working

prototype.

Unfortunately, I was unable to get the prototype to function exactly as I wanted, and as shown in the video. For example, the menu bar doesn't stay in place, and is instead found at the bottom of every page. It was also difficult to find a way that readers could save items or articles for those articles then to appear in different pages elsewhere.

Having dealt with several issues, including creating buttons, scrollable frames and page grids in order to create a consistent and overall flow from start to end with the magazine, I feel I have been successful in creating a working prototype that is usable on an iPad and intuitive to use.

Meeting my goals

Reflecting on my revised intent statement and original goals which included implementing social media into the magazine, using more interactive and rich media features, and creating more familiar interactions and easier navigation, I feel these goals have been completed and are also visualised correctly in both the video and prototype. By using Edge

Animate within InDesign, I was able to create content that moved slightly differently to the way it would if only using InDesign interactive features. I believe this benefitted the overall feel of the app and made the style and feel much more distinctive.

Feedback included: "The pages now come alive." This to me was great to hear from a potential user and cemented in my mind that I had included enough rich media content without confusing people and overwhelming them.

The contents page became the centre of the magazine, and in doing so, engaged people further within the content as they could choose what they wanted to read. The integrated adverts also worked well as they began to move when approached. These adverts and offers of free samples were a successful attempt to combat the loss of 'freebies' given away in printed magazines.

Future considerations

In terms of future expansion, the main thing I would like to tackle would be my working prototype, possibly using different software to enable all

my features to work as shown in the video. I would have also liked the app to be it's own application on the home screen, as I demonstrated earlier in the document. Unfortunately, the constraints of making the prototype in InDesign would not allow this and made it difficult to export the folio or share it on other devices.

The final show

In terms of the final show, I hope to exhibit my working prototype with slightly more functionality, particularly in terms of the menu bar. Currently, the home button takes you to the contents page as it should, but it would be great to get the other icons and pop up menus working to take the user through the journey of posting something to social media or accessing the wishlist at anytime.

Overall, I wanted to create a new, exciting and easily navigable magazine with interactive media that complimented the content. All of this has been achieved, along with a functioning prototype. I am also proud of the distinctive, fun style I implemented for my target audience of "20 something" females through the logo, page layouts and content.

bibliography.

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