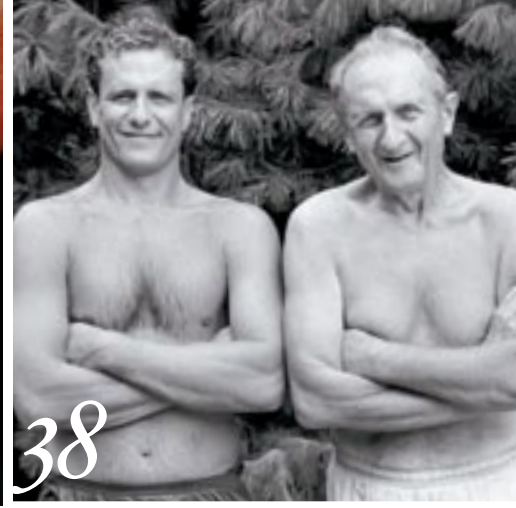


22



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[FPO]
[TOC]

SPRING 2008

22 Six Degrees of Preparation: Degree Two—Archetypes

The second of our six-part series shows that magazines are creatures of their time and place—and that’s why we love ‘em. Magazines grouped in subject **CATEGORIES** have a family tree that descends to an original title—our archetype—that defines editorial scope and mission. **ARCHETYPES** help magazines define their look and content and attract interested readers—but that’s only the beginning of what they can do, and why they should **MATTER** to your magazine.

34 Health & UNHappiness: Why a Daring Redesign Went Bad

A big title like *Health* could afford anybody to **REDESIGN** their magazine. They chose a high-profile firm with little experience in publication design to help shake things up. Sometimes, even a great idea can **BLOW UP** in your face. The Design Director, Editor-in-Chief and Design Studio all weigh in on a redesign that **LAUNCHED** to acclaim but couldn’t stick.

38 Lead With Your Best Punch

The old cliché “don’t bury the lead” is still **GOOD ADVICE**. We wondered just how savvy writers would handle the starting graphs of a story **DIFFERENTLY**, so we gave five of them the same assignment—a story about an amazing Annie Leibovitz exhibition—and here’s what they delivered, including their comments on their own **PROCESS**. You decide if there’s a clear winner.

42 Copyrights & Wrongs

The **LEGAL** implications of using content from secondary sources haven’t changed, but our access to all kinds of material has increased dramatically in the last few years. Here’s how to **INTERPRET** fair use and stay on the right side of the law when **REPRINTING** copy.

44 SOS: Too Much Space

An [FPO] designer shares her favorite **TIPS** for creating layouts with visual and functional **BALANCE**, enhancing their editorial impact, and making good use of space when copy and art provided leave a lot of room to spare.

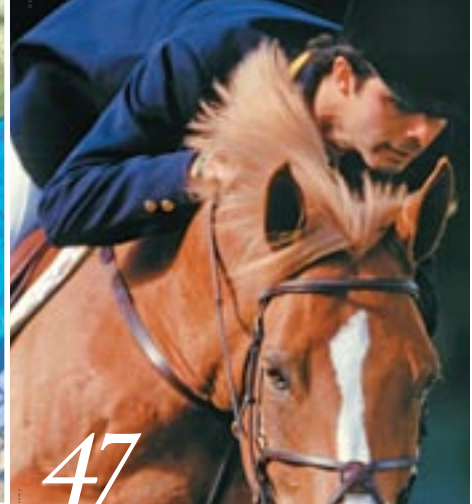
27 [FPO] Redesign Guide

Like death and taxes, a redesign is an **INEVITABLE** part of producing publications. You can do it the hard way—cranking out something in-house while trying to maintain your regular production schedule—or you can plan redesigns into your budgets and approach them with plenty of **PREPARATION**. Armed with time and money, it’s easier to create an updated magazine that impresses readers and **EXCITES** staff. Finding the right help—whether it’s in-house or not—is easier if you have resources, so [FPO] has inaugurated its listing of publication designers to give you someplace to **START**.



“We adore chaos, because we love to produce order.”
M. C. ESCHER





[PasteBoard]

OBSERVED IN THE MARGINS

- 6 **Quark vs. InDesign—The Beat Goes On**
Running in Packs
Bad Fusion Magazine Ideas
Snark Attack: *Cosmopolitan*
Book Review: *Publication Design Workbook*
Quiz #2: Press Wise
Gone But Not Forgotten: *SPY*
Great Tool: *Spyder3Pro*
NET Scape Explorer
Contest #2: A Dark and Stormy Graf
Apostro[catastro]phe
OOPS File (NOT!): *WIRED*

[IEI]

IN EVERY ISSUE

- 3 **OPO**
Is Redesign Passé?
Since when does “new editorial platform” sub for “redesign?” It’s **OUR POSITION ONLY**, but we think they both say “reinvention.”
- 5 **H&J**
Love/Hate Relationship
Each issue, [FPO] publishes the good and the bad—**HOSANNAS AND JIBES**. Unsolicited and appreciated, your writing keeps us writing.

58 ARTIST SHOWCASE

- 64 **ENDBUG**
New York Publisher Magazine
Perspective is everything.

[PROcess]

HOW DO THEY DO THAT?

- 14 **COVER CHARGE**
You Gotta Know When to Fold 'Em
Unusual cover folds attract readers and enhance branding.
- 15 **RE:WRITE**
First, Let's Kill All the Editors
Having your lawyer check your publication before it goes to press might not be such a crazy idea.



- 16 **QUESTIONS FOR:**
Robert Newman
The man who's been Design Director of *Fortune*, *New York*, *Entertainment Weekly* and more shares his vision and dream job (hint: passion, control and money).
- 19 **CREATIVE BRIEFS**
Say What?
Learning how to present and advocate for your work can pay off in your credibility and your career.
- 20 **WEB WE WEAVE**
9 Steps to Planning a Successful Redesign
Michael Gold makes a case for painless site redesign—from planning to launch—with a 9-point blueprint.

[ToolBox]

PRACTICE MADE PERFECT

- 47 **LAYOUT**
Go Deep
Breaking convention can be fun for the designer and the reader. Rotating copy and images is just one way. Some do's and don'ts to keep in mind.
- 48 **IMAGE CONSULTANT**
Face-Lift
Everybody—even beauties like the divine Scarlett Johansson—can use a little help with their image, so imagine how these simple Photoshop fixes can help *ordinary* people.
- 49 **WRITER'S BLOC**
Fishing for Information
Writer Amy Rogers Nazarov lands some secrets from the pros for getting the most out of an interviewee.

- 50 **TYPE SET**
Space Cadets
Making a few one-time tweaks can conquer space and pay off in good looks and better legibility.

- 52 **THE WHITE STUFF**
Disguising a Mess
Jan V. White uses the secret of magicians to tame mismatched copy and images into perfectly behaved layouts.

COVER Illustration by Forrest Young (with apologies to M.C. Escher—post-mortem).



[R&R]

REVIEWS & RESOURCES

- 53 **STOCK MARKET**
The Weird and the Wonderfully Specific
When no other stock site seems to have what you want, try these.
- 54 **THE MAGAZINE MEDIC**
Consumer Reports Tested by Time
Cable Neuhaus, aka the Magazine Medic, gives the prescription to breathe new life into an ailing old-timer.
- 55 **FONT FOUNT**
Meta Serif
Leitura Family
- 56 **ON THE RACKS**
Competing Covers Duke It Out
Women's titles and newsweeklies go head-to-head on the newsstand and Steven Brower picks his winners.
- 57 **LAUNCH PAD**
Little Fish in Big Ponds Might Need a Gimmick
New titles need a little something extra to separate them from the pack.