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22 Ten Type A's

If you are as crazy about typography as we are, you know that there's more to layouts than headlines and art. When the two things **MERGE** is when things get interesting. We **SHOWCASE** 10 different ways to think about making headlines, and asked the designers to **DESCRIBE** their work mixing text and image into layouts whose sum is greater than their parts.



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30 Crossing Over

Go toward the light—of your computer monitor, that is. [FPO] reviews 10 digital edition companies to **COMPARE THEIR STRENGTHS**. After you check out our story, go online to fpomagazine.com and **FIND LINKS** to each company's version of our MAGZ A-to-Z issue and see how they run.



36 Tell Readers Where to Go

How you **STRUCTURE** your magazine is almost more important than what you put in it. A strong issue map is a readers' guide to what they can expect each issue, and **ADDING CLEAR NAVIGATION** using design elements that expose the issue map structure makes your magazine memorable.

42 The Theory of (Type) Relativity

Letters are beautiful, but letters working together is what makes typography beautiful. According to author Ina Saltz, it's not just the shapes, but the way they **FIT TOGETHER** that makes type-intensive designs both more **LEGIBLE** and more **INTERESTING**.

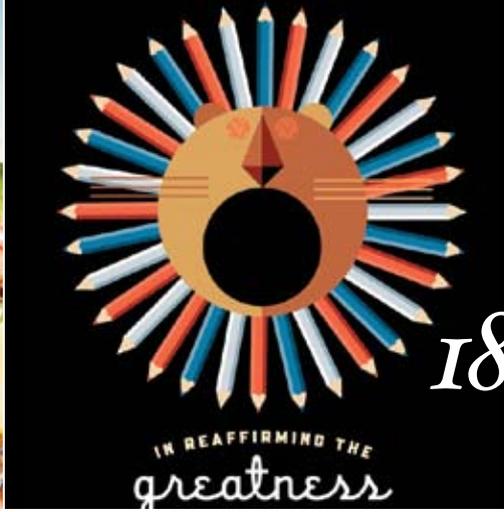
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“If you have no intuitive sense of design, then call yourself an ‘information architect’ and only use Helvetica.”

DAVID CARSON



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[PasteBoard]

OBSERVED IN THE MARGINS

Text Font Makes Headlines

Amazon Gracelessness

Poor *SELF* Image

Recycled: Bad Onomatopoeia Magazines

Snark Attack: *InStyle*

The New Acting AD

[FPO]'s End-of-Print Countdown Clock

Quiz #5: "Slang-Froid"

Gone But Not Forgotten: *Wigwag* Magazine—The Movie

NET Scope Explorer

[IEI]

IN EVERY ISSUE

3 OPO

Typography Changes Everything

There's still a problem with type on the web. Mostly, it sucks.

5 H&J

Digital All the Way

The pitfalls of online-only editions.

59 ARTIST SHOWCASE

64 ENDBUG

Typography Rebus

When words fail, try pictures.

[PROcess]

HOW DO THEY DO THAT?

14 RE:DESIGN

Picture Perfect

Photo guidelines and shot lists aren't hurting creativity; they help your highly-paid vendor deliver the goods.

15 COVER CHARGE

DAMN That Label

Hate that white box you have to put on your cover? We do. Here are some ideas for making it less irksome.



16 RE:WRITE

Packaged Good

Building a big feature from the ground up as a collection of pieces held together by a common theme can be an exciting—and liberating—approach.

18 QUESTIONS FOR:

Gail Anderson

The poster girl for, well, posters talks about her love of typography, *Rolling Stone* and Broadway.

[ToolBox]

PRACTICE MADE PERFECT

46 LAYOUT

Rhythm King

Pace is everything when you read a feature. It's not always just about the big opening.

47 WRITER'S BLOC

Deconstructing a Quote

Check the source, and you might be surprised that an adage you thought you knew has a secret story.

48 TYPE SET

The History of Typography

A timeline shows how we went from wood to metal to film to bits.

49 GREEN PIECE

To Leave a Lighter Footprint, Take More Steps

Choosing a "green" printer and recycled paper are the easy parts. Now take measures to work smarter.

50 IMAGE CONSULTANT

Raw Materials

The Camera Raw Converter might be the most powerful tool in Photoshop.

[R&R]

REVIEWS & RESOURCES

52 STOCK MARKET

10 Places to See Before You Buy

These stock illustration sites have lots to offer, and can be a resource for commissioning new art too.

53 FONT FOUNT

Oldies But Goodies

Fonts that once were hot, but then were not, deserve a fresh look.

54 THE MAGAZINE MEDIC

People Still Need People

The first—and still best—of the celebrity rags is going strong, but needs to return to its roots.

56 LAUNCH PAD

Size Does Matter!

New magazines with super-sized dimensions have impact that can't be squeezed onto a screen.

58 BY GEORGE

A Close Shave

If you liked seeing the Jessica Simpson shaving *homage* on the cover of *Esquire*, you should see the original.

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