

Publication Design

by Sophia



WHAT'S COVERED

In this lesson, you'll learn about the different mediums of publication design. Specifically, this lesson will cover:

1. Publication Design Overview

Publication design is the practice of layout and graphic design for printed matter.

Publication design requires an understanding of the type of publication (e.g., books, comics, magazines, journals, and newspapers) and the layout that best suits the subject or genre of that publication.



TERM TO KNOW

Publication Design

The practice of layout and graphic design for printed matter.

2. Magazines

Below is *Time*, which historically has very simplistic covers.



Time has a specific layout for its content, which is primarily information about important events throughout history or relevant stories.

Now look at *People*, a very different type of magazine.



This magazine has a completely different look, content, and layout. It's the job of the designer to express the

content in a thematic way. If the magazine is about history, then the cover and content layout need to reflect that. If the magazine is about human beings, then just the same—the design needs to express this theme or subject.

3. Comics

Comics integrate words and images in hybrid form to produce a special grammar of visual language.

Comics are unique when you compare them to any other type of publication. If you get a chance to compare a comic to *Time* magazine, you'll see that comics feature images in conjunction with text, which really distinguishes them amongst other publications.

Comics make sense only because of their sequential panels; if you were to remove or switch the panels around, you could potentially change the whole meaning of the story in the strip.



TERM TO KNOW

Comic

The integration of word and image in a hybrid form to produce a special grammar of visual language.

4. Graphic Novel

There are also **graphic novels**, which are longer forms of comics.

The term is sometimes used to signify a higher literary value compared to comics.



TERM TO KNOW

Graphic Novel

A longer form of comic; sometimes used to signify a higher literary value.

5. e-Publishing

The last type of publication we'll discuss is **e-publishing**. Also known as electronic publishing, e-publishing is an actively growing publishing market. The act of e-publishing occurs when content written by authors is distributed to electronic devices via the Internet.

If you read books digitally on an iPad, Kindle, or smartphone, those books are all instances of e-publishing. E-publishing is slowly becoming the replacement of printed publications because of its ease of use, wide distribution, and cost effectiveness.

E-publishing isn't limited to just electronic versions of books or magazines; anyone can e-publish through the use of blogs. Blogs are web logs in which people publish information online. People use them to write about their hobbies, their daily lives, their specific areas of study, and more.



TERM TO KNOW

e-Publishing

Also known as electronic publishing; an actively growing publishing market. The act of e-publishing occurs when content written by authors is distributed to electronic devices via the Internet.



SUMMARY

In this lesson, you received an **overview of publication design**, which demonstrated that design is specific to a subject or genre. You then learned about the differences in the design of different publications, such as **magazines, comics, graphic novels, and e-publishing**.

Keep up the learning and have a great day!

Source: THIS WORK IS ADAPTED FROM SOPHIA AUTHOR MARIO E. HERNANDEZ



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