

Criteria: *Mastery of layout and design principles*

Project: [Dog Fancy mock cover, page, and spread](#)

Course: JOU 327: Publication Design

Assignment Criteria: *The goal of this assignment was to create a cover, one-page spread, and two-page spread based on a magazine we were familiar with. We were to focus on the design and layout aspect, but could also write the 'stories' used in the spreads ourselves. It was used to learn the various tools in Adobe InDesign, and showcase both our writing and design skills.*

Audience: *Although only my professor would see it, I had to make sure it followed the same basic style as the real publication. I looked at older issues and thought about what I'd like to see in the magazine while incorporating their look, so that fellow readers would feel like it was very close to the original.*

My Contribution: *I created this piece individually, using real issues of Dog Fancy as a guide. I used photos of my dog (as well as dog photos from the internet) that I then edited in Photoshop for appearance. I wrote both stories featured in the spreads myself, and placed all the text and pictures using InDesign. This was one of three major projects created in this class, and consisted of about 2-3 weeks of research and development.*

Publication History: *This piece has only been used professionally in the class I created it for, however I did share it on a website for aspiring artists/designers for friends and people who shared my interest to view and comment on. The following links show each individual submission:* [Dog Fancy mock cover](#)
[Dog Fancy mock page](#)
[Dog Fancy mock spread](#)

Reworking of Publications: *This assignment marks the moment in my college career that I decided layout and design work was my favorite part of journalism. However, I would love the opportunity to revise it as I have since learned new skills in Photoshop and InDesign that could refine the appearance. I'd also use this editing to be more creative with my layout, make my own spread instead of following the basic Dog Fancy design so closely.*