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Workshop Proposal

Cover design in periodicals

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Abstract

The word ‘design’, which is derived from the word ‘designare’, that means ‘pointing something’ stands for, in pictorial terms, pointing only one single thing in an ambience that includes more than one stimulus. Graphic design, with its visualization, is the simplest way of giving message, which can grasp human perception and transmit the message to the target after seconds. In other words, Graphic Design is the communication language of our times. The act of designing is aimed to mark, impress, be unique, concretize and resolve. Moreover, since this act is closely related to visual arts, it requires good sight and drawing skills. Therefore, in universities, faculties of fine arts have begun to give graphic education. Accordingly, graphic designer is also likely to be labelled as an artist considering that he/she is a unique creator. The most important point that distinguishes between design and art is the supply-demand relation that always exists in the design applications. A reliable dialogue ambience should be established between client and designer in the stages of emerging of design, production and resulting.

Among the applications of Graphic Design field, institutional identity design, press announcement, web design, poster, indoor and outdoor ads, TV credits, book and temporary publication designs can be included. All these graphic products have design problems that can be resolved in different media by using different ways.

Periodicals forming the subject of this Workshop comprise one type of desktop publishing which could be extremely complicated to be designed, because they have varying messages and contents.

Initially, cover design of periodicals are tasked to submit the service to the receiver (reader) from the beginning of the action and to transmit messages of the content being evaluated orally and visually in the most precise and simplest way. For this reason, covers of periodicals should be designed with a relevant visual quality which is simple and attractive represents the content that it is corresponded and is effective even among other publications.

Periodicals, at first sight, attract attention due to their cover visual quality, whatever their content is. Cover design should convey headlines and attractive issues to the individuals glancing at book shelves. The cover of a periodical, the content of whichever is science, art or fashion, should express both its issues and purpose through an artistic and unique approach. The solutions for cover design of periodicals, which pose a designing problem due to the structure mentioned, are no different than a cover of a book or a press announcement introducing a product. The fact that an attractive cover depends on artistic creation and unique visual design should be taken into consideration.

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In this paper, which is chosen as the title of this Workshop, the problems that need to be mentioned in all design fields as well as in the cover and pages of temporary publications will be examined ‘visually’. At first, qualified samples will be investigated and the key points and wrong applications which necessitate attention for cover designs will be conveyed, and then the steps of execution and technical issues will be presented. During the execution of the workshop, the answers about how to design a cover of a journal according to its subject(s) and how to resolve the problems occurred in the execution of cover designing will be investigated through experimental design methods.

The purpose of the activity is to produce designs, by which messages of periodicals on education, science, art, design, environment, etc., can be conveyed to target audience visually and to create aesthetic styles related to subject titles (Titles can be expanded in accordance with concerns of workshop participants, for instance, design proposals may be submitted for journals supporting the activity). The subjects can be varied in similar ways without changing the purpose of the workshop.

The techniques that will be used for the workshop are basic designing tools and techniques such as photograph, collage (2-D cut-paste), illustration and designing programs. For example, a sketch arranged using collage technique or a photograph related to the subject will be transmitted to computer environment and integrated using typography, and then will be converted into a visual design. Size of journal cover will be in A4 format.

Necessary equipment (for minimum level): A computer, a colour printer, camera (participants may be responsible for bringing their own cameras), white and coloured paper, various journals and newspapers (for collage technique), scissors, glue, ink - brush, lead pencil and eraser. All the equipment except computer and printer may be supplied by participants.

Duration and program:

- 4 February 2008, 2 hours, presentation and kick off the project
- 5 February 2008, 3 hours, carrying on the work
- 6 February 2008, 3 hours, completing the work and exhibiting

Maximum 10 students will be accepted.

The following methods can be used for searching the subject and observing different samples.

- The usage of internet is an excellent source for graphic designers as is for everyone. Hundreds of source materials can be supplied for participants to enable them to see other designers’ works and qualified samples. The addresses of some websites which should be investigated will be given to the participants in the presentation.
- Urban or human portrait snapshots which are related to the subject may be taken for photo shooting. It is possible to observe the environment and gather visual items conforming to cover design through selectivity principle.
- Opinions, visual notes, titles, quotations and photographs regarding the subject being examined can be stored by using a sketch notebook.

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