

PROPOSALS FOR:  
JPG Magazine

**#1 WHAT TO MAKE:** Design an artifact (heretofore named a touchpoint) that adds to, furthers, and/or improves the work. In this project you are demonstrating your values relative to the work...You might agree with or take issue with the work.

*A new magazine, with new content and design.*

**WHAT TO INVESTIGATE:** how to bring the online community into the magazine, how to involve and cultivate community critiques

## DESIGNER CHALLENGE: How can a designer help level the community separation between online and the magazine, creating one culture?

The magazine needs to be revisited in design style, tone, content, and organization.

Creating a publication that does encompass all levels of the photography community that is present (and participates) online. The magazine needs to be more approachable, inspiring more to participate in the practice of photography. It needs to be able to speak to several layers of content yet still maintain the integrity of the printed photos. Perhaps the magazine needs to serve as *80% photography community and 20% photography show-piece*. Then an annual book is published to showcase the best of the best and this becomes the “highest caliber” the community works towards having their work in. This proposal would then bring the co-creation and community more dominant in the magazine format, reserving the book as the ultimate goal to work towards.

**#2 WHAT TO MAKE:** Design an artifact (heretofore named a touchpoint) that adds to, furthers, and/or improves the work. In this project you are demonstrating your values relative to the work...You might agree with or take issue with the work.

*A manual for students and beginners of photography, communicating the art and practice of image-making, giving them a chance at improving their skills.*

**WHAT TO INVESTIGATE:** implement components of design into the process of photography

**MANUAL SERIES:** Magazine insert in every issue.  
6 issues per year=6 inserts on special photo topics.

**1 Lighting:** Direction, Natural, Artificial, Night

**2 Composition:** Framing, Positioning, Background Elements,  
Leading the Eye, Repeating Elements and Patterns, Negative Space,  
Rule of Thirds, Golden Triangle, Motion

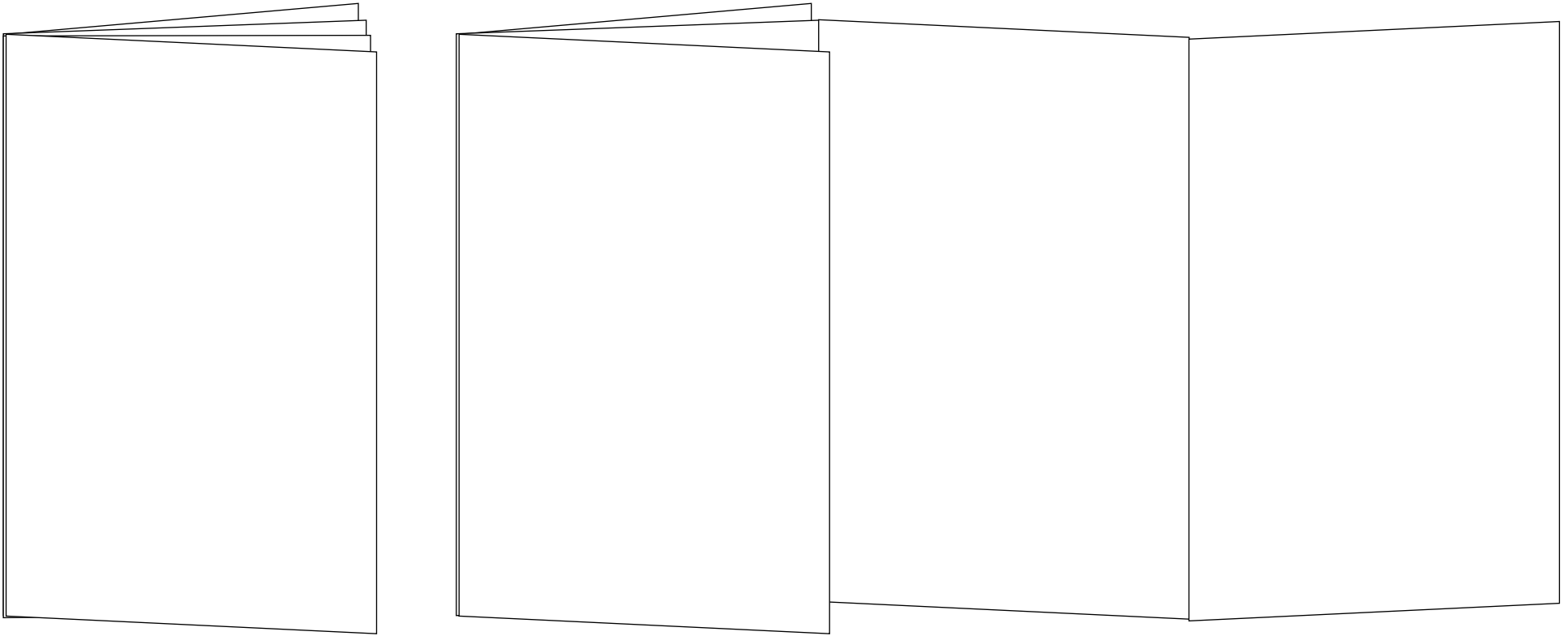
**3 Color:** Color Balance, Temperature, Contrast, Saturation

**4 Subject:** Nature, people, places, textures, landscapes

**5 Equipment:** Cameras, Lens, Film

**6 Digital techniques:** Resolution, Optimizing, Printing

FORMAT : Small, convenient to carry appx. 3½" x 5½"  
Booklet or foldout?



## OTHER IDEAS:

### Inspiration: change in content

A site, community, or publication centered around a co-created resource for inspiration. Abstract, cultivates images outside of the photography medium. It is a forum for people just to share what they like, not a “connecting” community, but an on-line show and tell of inspiration. It would be a categorized and organized mass of chaos submitted by creative people.

**ARTIFACTS:** web portal, magazine, film, event

### Universal Design: change in audience

What if JPG was a universal experience. It can become a sensory experience that challenges images as non-visual elements. How can everyone experience the photographer's stories and images through sound, smell, touch, and taste?

**ARTIFACTS:** interactive exhibit

### Real Emotion: change in participants

What are the real moments of “non-photographers”? How do they capture a moment they want to share and revisit over and over? What form would these moments be expressed in; mementos, images, stories, song? This would be a forum for anyone to share these moments of tragedy, celebration, triumph...real moments to them.

**ARTIFACTS:** web portal, magazine, film, event

## OTHER IDEAS:

### Published: change in mediums

What does it mean to be “published”? Publishing is the activity of putting information into the public arena...To make your information accessible to the public.<sup>1</sup> JPG publishes their content (that is co-created) in two different forms of media, the internet and a magazine. What is the next level of unencountered media for JPG? A multi-media presentation or an interactive experience, this could be published on the website bi-monthly with the same content as the magazine. (Lulu.com ?)

### ARTIFACTS: motion graphics presentation of submitted entries, interactive experience

1. [http://www.google.com/search?hl=en&client=safari&rls=en&defl=en&q=define:publish&sa=X&oi=glossary\\_definition&ct=title](http://www.google.com/search?hl=en&client=safari&rls=en&defl=en&q=define:publish&sa=X&oi=glossary_definition&ct=title)