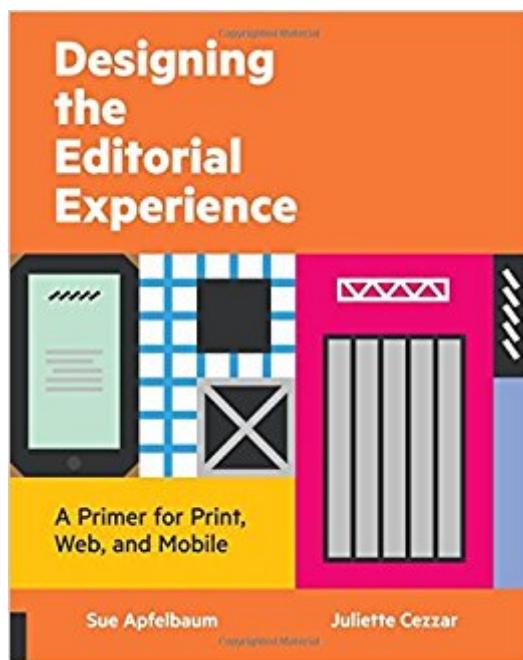


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# Designing The Editorial Experience: A Primer For Print, Web, And Mobile



## **Synopsis**

In a world of media that seems to be ever-changing, how do we define what a newspaper, magazine or journal physically is? Are we drinking our morning coffee on a Sunday as we sit down and read our newstablet? Look around any doctor's office waiting room and you will find two people reading the same magazine, one holding the paper version, another on their phone. With so many mediums, designers need to evaluate the best formats to convey an editorial vision. In *Designing the Editorial Experience*, authors Sue Apfelbaum and Juliette Cezzar will discuss what it means to design for multiple media. It features advice from professionals in both the design and editorial fronts --and digital strategists too-- about what is constant and what is changing in the field. Inside, you will find examples of the best editorial design being produced today. In addition, explore the audiences for content, what forms the content takes, and how workflows are managed. This book provides a primer on the elements of editorial design that result in rich, thoughtful, and rewarding editorial experiences.

## **Book Information**

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## **Customer Reviews**

"Apfelbaum (writer/consultant) and Cezzar (Parsons The New School for Design) take a look at the changing practice of editorial design for magazines and periodicals. This book, which developed from the experiences of the authors at RES magazine, provides an introduction to the basics of graphic and digital design. The first section covers the foundations of design and helps readers understand how content is consumed in print, on the Web, and on mobile devices. The focus on mobile may be unique to this title among publications on magazine design. The second part of the

book is dedicated to 19 international case studies that include The New York Times, The Huffington Post, BuzzFeed, and Vanity Fair Italia. Included are interviews editors and designers from the magazines, and stand-alone interviews with well-known practitioners. This primer deserves a space on bookshelves next to Jan White's *Editing by Design* (3rd ed., 2003) and Yolanda Zappaterra's *Art Direction + Editorial Design* (2007). It will interest students and designers who are looking for inspiration and ideas for dealing with the converging markets of print, digital, and mobile. Summing Up: \*\* Recommended. Lower- and upper-level undergraduates, two-year technical program students, professionals, and general readers." ÄfÄ¢?? Choice

There's never been a more rewarding and challenging time to be designing reading experiences. How we create magazines, newspapers, journals, blogs, and any other periodical, whether print or digital, is as much influenced by time-tested principles as by recent thinking about readers and how they're engaging with content. How do designers respond to the need for a continuous experience across media as technology continues to evolve? What are the opportunities for print in this new landscape where information is everywhere? This series of conversations, case studies, and elementary principles is an essential guide for both advanced design students and editorial designers seeking to broaden their practice. The book combines the wisdom of experts in a variety of roles, visual examples from publications with a variety of approaches to the contemporary publishing landscape, and a set of plain-spoken elements essential to editorial design on every platform. Featuring case studies on publications such as Bloomberg Businessweek, BuzzFeed, The Guardian, Huffington Post, New York Magazine, The New Republic, Paper, Pitchfork, Vanity Fair Italia, and more.

As someone who has worked in content strategy for nearly ten years, I can say that this book has changed the way I think about content for my corporate clients. It gives extraordinary insight into how editorial teams function in media ÄfÄ¢ Ä ¬Ä •insights that should inform decisions we're making about how we expand and sustain internal content capabilities on the business side. The case studies are easy to follow, involving digital properties and professionals that will inspire, well, anyone! The book itself is a work of art. People at my consultancy Brain Traffic were literally stealing this book out of each other's offices (so I bought four more copies). Anyone who plans for, creates, designs, or manages content needs to own this book.

This is an incredibly well thought out and well produced book. Couldn't recommend it enough.

Very nice, and rally helpful in the class room and in the studio

Great book - good case studies.

Brand new, quick delivery. Reading in bits so I can fully process info!

This is a gift for my daughter who requested the book.

good read

I've been building websites for clients for more than 15 years. I've come to regard the publishing of magazines as an apt model for the work we do on the web: We start with a brand and visual language, we write content that fits a certain voice and tone, we design an overall styleguide and layout system that's used throughout the site, we launch it, and then we periodically add -- publish -- new content to the site. We overlook that last part too often. A website isn't done when it's launched. It's constantly in need of content updates -- just as magazines continue to publish new issues -- and those updates need to follow editorial guidelines. Those updates are also in need of art direction within the overall editorial & design guidelines. When we focus all our efforts on launching a built site, and overlook the ongoing publication of new content, the best we can do is post news items or blog posts in templated formats. Designing the Editorial Experience, with its focus on print, web and mobile, is a gratifying affirmation of that mindset; That websites aren't built once and then done, that they need ongoing editorial efforts and the ability to uniquely art direct new content in ways that are true to both the overarching voice, tone and styleguide, and each content item itself. In today's landscape, as we embrace more fluid designs and anticipate our content appearing in all different formats and contexts, this bit was especially relevant: "Strong editorial design has always acknowledged its content, its context, and its readers, and is responsive to the ways that audiences engage with it." I recommend this book to anyone working in publishing content, especially those trying to keep up with the fast-evolving web.

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