Project 4: Print & Digital Zine (200 pts)

For Project 4, you will create a multiple-page zine[1] in two formats on a topic of your choice. Zines, short for *magazines*, are self-distributed publications on a wide range of topics, from social and political issues (reproductive rights, advocacy, and mutual aid) to special interests (gaming, fan fiction, and hobbies) to art and creative writing.

Although the content will be the same across both versions, you will create a physical version (with paper, photocopied or collaged elements, and hand lettering) and a digital version using InDesign. Like previous projects, you will consider typography, page layout, and design principles. This final project introduces theories of embodied design and typography as rhetorical, expressive, and laden with meaning. Specifically, you will engage the rhetorical dimensions of typography: how type expresses identity, builds ethos and credibility, and appeals emotionally to readers.

In addition to submitting your materials on Canvas, we will hold a zine fest at the end of the semester where you showcase and sell your zines! You will have the option of what version you want to share and in what format.

Submission Details

1. **Print Zine (Paper).** Zines were created for easy print distribution, and people still make lo-fi zines with paper, pens, markers, magazine clippings, glue, scissors, and staplers. The zines are then photocopied or scanned, printed, and folded. *You MUST create a physical version of this zine, which you will scan.* You can likely do this with your phone. (75 pts)

   Deliverable: print zine, scanned (.pdf or .jpeg)

2. **Digital Zine (InDesign).** For the digital translation of your zine, you will use InDesign and Photoshop to make more comprehensive design choices in terms of page design, typography, and color. You will build on your previous InDesign skills to produce a multi-page document that is at least eight pages (including a cover page and an introduction), no more than fifteen.[2] (100 pts)

   Deliverable: digital zine (.pdf)

3. **Reflection.** You will also submit a 1–2-page, single-spaced memo that provides an overview of your rhetorical design choices, then a more specific discussion of how these choices were informed by the readings and your imagined audience. There are two specific things I'd like you to consider: *How does the ethos of your design*

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[1] There are many zine formats, e.g., traditional 8 panel, accordion, handsewn, stacked, and stapled booklet. I will provide multiple examples of these.

[2] The page requirement applies to both the print and digital zine.

differ between the print and digital formats? How were your content and design choices informed by your imagined audience? You are also welcome to reflect on challenges and/or choices that you're proud of. (20 pts)

> *Deliverables:* 1-page reflective memo

Deadlines

Project 4 (a scanned copy of your print zine, your digital zine, and a reflection) is due to Canvas by 12pm on Friday, December 15th.

You will submit a draft of your print zine for feedback on Friday, November 17th, and we will workshop drafts in class. You will finalize your print zine for feedback and submit it to Canvas on Monday, November 20th. Although your zine should be complete, you will have time to make revisions before the final submission.

You will submit a rough draft of your digital zine on Wednesday, December 6th, and we will workshop drafts in class.

We will hold a zine fest on the final day of class: Monday, December 11th.

Evaluation Criteria

Project 4 is worth 200 points: 75 points for the print zine, 100 points for the digital zine, and 25 points for the reflection. Like Project 3, I will be assessing both the content and design of your zines, although I will mainly focus on *design*.

Print zines will be assessed holistically, based on the following criteria:

Content (25 pts)
- clear, concise introduction that states the zine's purpose and imagined audience(s)
- content that is logically organized and appropriate for the audience

Design (50 pts)
- effective use of the page/spread
- thoughtful application of design principles
    - o strong type and color contrast
    - o consistent use of design elements
    - o purposeful alignment
    - o adequate white space
- purposeful combination of handmade/DIY elements: collaged photos, hand lettering/handwritten fonts, etc.
- overall readability and accessibility

Digital zines will be assessed holistically, based on the following criteria:

Content (25 pts)
- clear, concise introduction that states the zine's purpose and imagined audience(s)
- content that is logically organized and appropriate for the audience

Design (75 pts)
- effective use of the page/spread
- thoughtful application of design principles
  - strong type and color contrast
  - consistent use of design elements
  - purposeful alignment and use of the grid
  - adequate white space
- purposeful selection of visual elements (images, icons, etc.) that complement the zine's topic
- overall readability and accessibility

Reflections will also be assessed holistically, based on the following criteria:
- overview of rhetorical design choices
- specific discussion of the reading(s) and theories that informed your choices
- adherence to memo formatting