

GET CREATIVE / PREMIER ISSUE







Great magazines don't just happen—they're made by CREATIVE PROS who collaborate and prove that the whole is always greater than the sum of the parts. These TEN POINTS help designers understand how to turn raw editorial into effective layouts and motivate editors to present their stories to reap the MAXIMUM

DESIGN POTENTIAL for publication.

32 Writer's Camp

Finding freelance writers who deliver the goods is a matter of cultivating relationships that **WORK BOTH WAYS**. Here's one writer willing to put her business cards on the table.

₹<u>/</u> **1**@**#% The Grid**

A sophisticated MODULAR GRID is at the foundation of every great magazine template, but sometimes interesting things happen when we BREAK THE RULES. A good designer knows when—and how—to reject the rigidity of the structure and, more importantly, why it makes sense to color outside the lines.

40 Six Degrees Of Preparation: Degree One— Mission: Possible

If you're ready to IMPROVE YOUR MAGAZINE, this six-part approach could be a revelation. Degree One examines the magazine MISSION STATEMENT and how it can be the editorial OUTLINE that builds a more successful publication.

44 SOS: Images In Distress

The luxury of commissioning all the photography for your pub is a rare—maybe even extinct—practice. Often LESS-THAN-PERFECT IMAGES are the rule, not the exception. These TECHNICAL TRICKS, creative dodges and artistic manipulations can MAKE LEMONADE of sour photographic lemons.

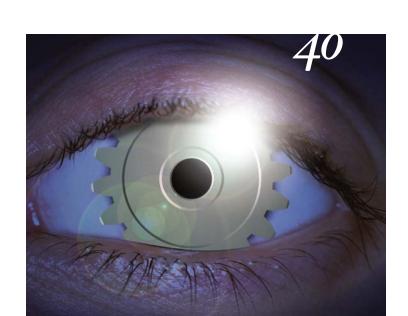
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MARCEL DUCHAMP



[PasteBoard]

OBSERVED IN THE MARGINS

Fool Me Once...
Bigger Monitors Mean...?
Snark Attack: Gourmet
Work More Creatively
Quiz #1: Type Oh
Gone But Not Forgotten: U&lc
Design Bestiary
Contest #1: Blurb-age
Apostro(catastro)phe
One Great Tool: Expert Mouse
Great Momemts in Publishing

IFI IN EVERY ISSUE

1 OPO [FPO] is a WIP

It's **OUR POSITION ONLY** (get it?), but it's time for a magazine that helps magazine creatives grind some sausage.

5 H&J

Prime the Pump

Each issue [FPO] publishes the good and the bad—HOSANNAS AND JIBES. But where do you get stuff for the first issue? You ask for it, of course.

62 ARTIST SHOWCASE

64 ENDBUG

De Nile Is Not Just A River in Egypt

And Scope ain't just a mouthwash, either. How clients, employers and even professional organizations avoid facing reality.

[PR0cess]

HOW DO THEY DO THAT?

14 COVER CHARGE

The Case for Hidden Nameplates

Should images go over the nameplate, and if so, how much should you cover up? There's a reason why less is sometimes more.

15 RE:WRITE

Map Your Story from The Inside Out

Diagramming a story can help spot weaknesses and potential solutions to troublesome first drafts—and prevent the need to hijack and rewrite them.

16 RE: DESIGN

RFP Makes a Great Redesign Simple as 1-2-3

What to ask for when you're looking for an outside firm to remake your magazine, and how to get the redesign you need.

18 CREATIVE BRIEFS

We've Got to Stop Meeting Like This

How to bring your best ideas to the table to get the best out of your designers.

20 QUESTIONS FOR:

Michael Grossman

As the original designer of Saveur, National Geographic Traveler, and Entertainment Weekly, Grossman has evolved beyond mere design—but what exactly does that mean?

22 WEB WE WEAVE

Five Mistakes Websites STILL Make

If more than two of these points apply to your website, maybe you should think about the importance of your online presence.

ToolBox

PRACTICE MADE PERFECT

50 LAYOUT

Mondrian Was A Painter

The term Mondrian Layout gets bandied about like everyone knows exactly what it is and who Mondrian was. In fact, Piet Mondrian has something to offer magazine designers.

51 TYPE SET

Rag Momma Rag

Fully justified type is out of fashion these days, but the art of creating ragged margins is often left to the computer.
Here's what to look for and how to adjust settings to get the best-looking text.

52 WRITER'S BLOC

Thinking Backwards

Sometimes imagining what your article looks like *after* it's designed can make your writing better.

53 IMAGE CONSULTANT

Back to the LAB

Most designers know the difference between CMYK and RGB, but few of us realize the value of that "other" color space: LAB. It can do amazing things.

55 THE WHITE STUFF

Read 'em and Sweep

A magazine is a physical product, so if you're designing what gets printed on one, keep in mind how readers actually read them.

56 HANDS-ON

Faster Means Smarter

Learning the power of preferences, keyboard commands and palette interactivity makes shorter work of technical tasks.

[R&R]

REVIEWS & RESOURCES

58 STOCK MARKET

Always Low Prices

Comparing five ultra-low-cost stock services against each other—and the higher-priced spread.

59 FONT FOUNT

Adobe Arno Pro ITC Avant Garde Pro

60 LAUNCH PAD

New Magazines Get A Head to Succeed

Although these titles are as different as can be, one thing ties them together—excellent approaches to design and branding.

61 SWEET SPOT

Dave Clark Ralph Butler



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