

**Will
Sheila
tell the
naked
truth?**

Editor: Manuel Marquina



Going through my research of listings magazines I was confronted with the “messy” and very bold (sometimes just plain ugly) style of many magazines out there.

But new magazines offer a more simple layout, focused on reading pleasure and big images. I wanted to adopt this style while staying true to the nature of a listings magazine - meaning bold images, playful titles and the use of color as accentuation.

Layout

With such a “clickbaity” title, I want to give it a lot of space to play out. Using a full double spread of the magazine, combined with a playfully cut Image of the Actor, it creates a dramatic opening before entering the interview. This probably is the main Article in the publication.

Within the Interview, I want readers to see the back and forth between interviewer and actor immediately. I used different font weights (semibold and bold) for each person to help guide the reader through the interview. Additional indented subtitles (name of actor or interviewer) and text blocks contributed to achieving this further.

Typefaces

I used 3 typefaces in different weights. For the Body, I used “Source Serif Pro.” An Adobe font family, designed by Frank Grießhammer. It is a sans serif typeface intended to work well in user interfaces. Working well in interfaces means that it works well in small sizes. In a magazine with a relatively small body text and

a lot of text blocks, due to the interview style of the article, the font helps to keep reading pleasure high.

The Header title had to stand out and be playful and bold. Typical for this style of publications. I used the typeface “Carter One,” which is a reworking of particular casual type forms that were popular in the mid 20th century, often found in advertisements.

For the page numbers and editor/ writer names the Font “Lato Regular” was used. It is neutral enough to be mixed with the other two (stays in the background) and is readable in small size.

INTERVIEWER:

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SHEILA:

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INTERVIEWER:

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SHEILA:

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INTERVIEWER:

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SHEILA:

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INTERVIEWER:

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SHEILA:

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