

# mediabistro

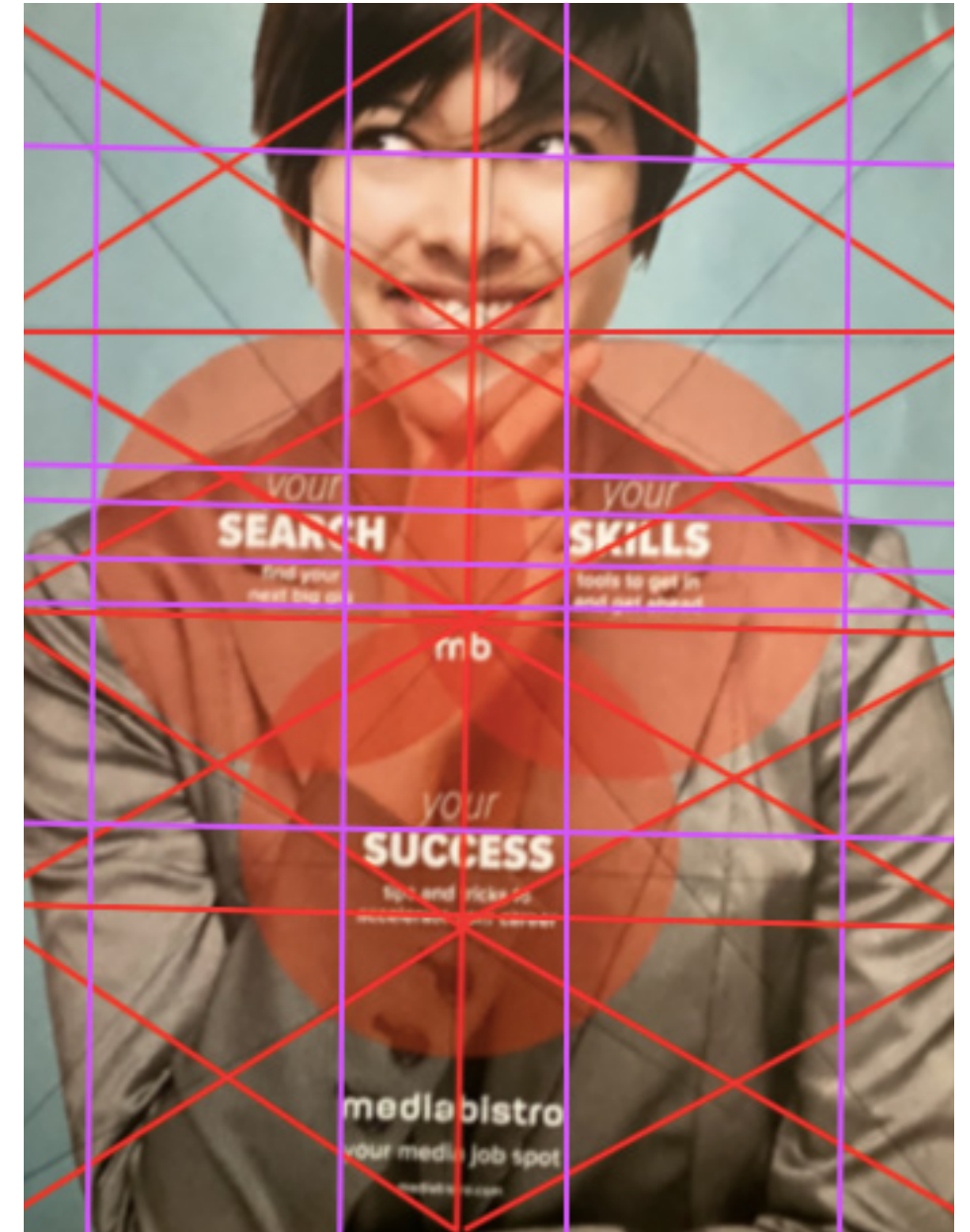
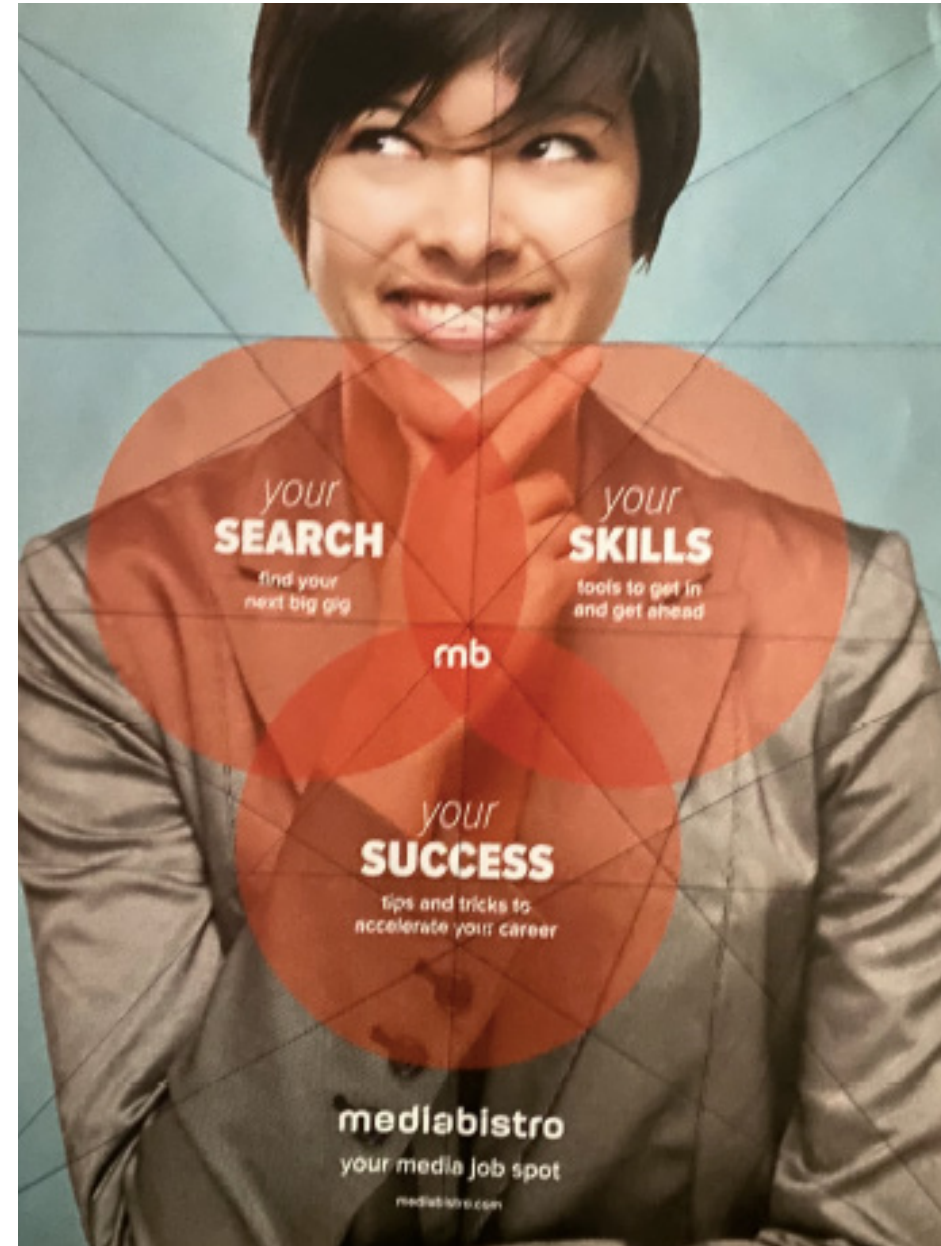
## Observation (Research)

Mediabistro is a website that offers career and job search resources for media professionals. It publishes various blogs which analyze the mass media industry, including the film and the publishing industries. It also provides job listings, courses, and seminars for journalists. The site was founded in 1999 by Laurel Touby as “a gathering place for professionals in journalism, publishing and other media-related industries in NYC.

The target audience are adults looking for a career in Graphic Design, Copywriters, Social Media Managers, Proofreaders, etc...

The ad uses a variety of colors. Like the low opacity red circles, making you be able to see the woman's hand. The woman is dressed in a brown suit, standing in front of a blue background with white text on top. Typically white text on darker color is easier to read. An example is the text in the red circle and on the brown suit below.

The placement of the words are sitting neatly within the center of their respective circles. The placement of the words are very thought out because they match the structure of the woman who is placed in the center of the page.

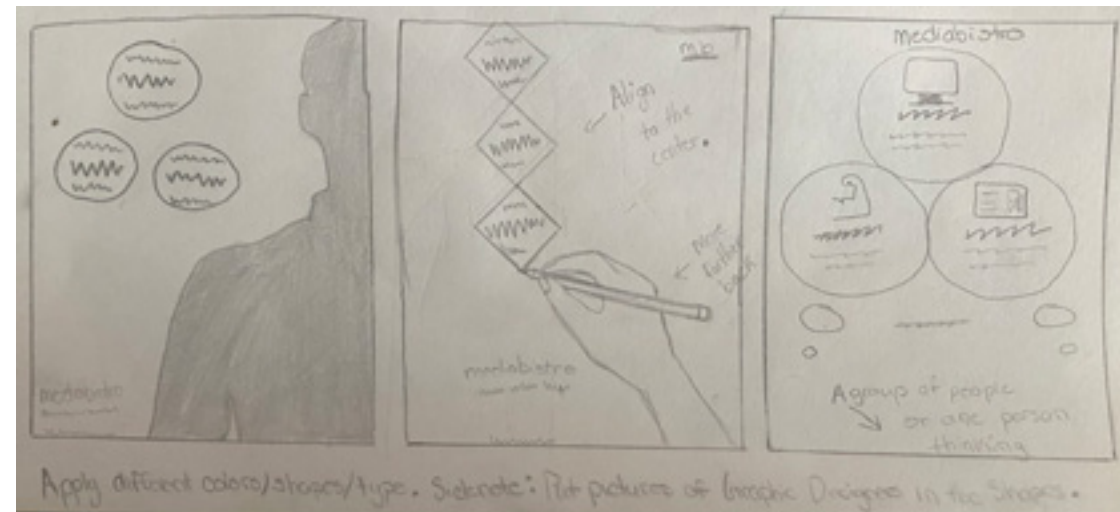
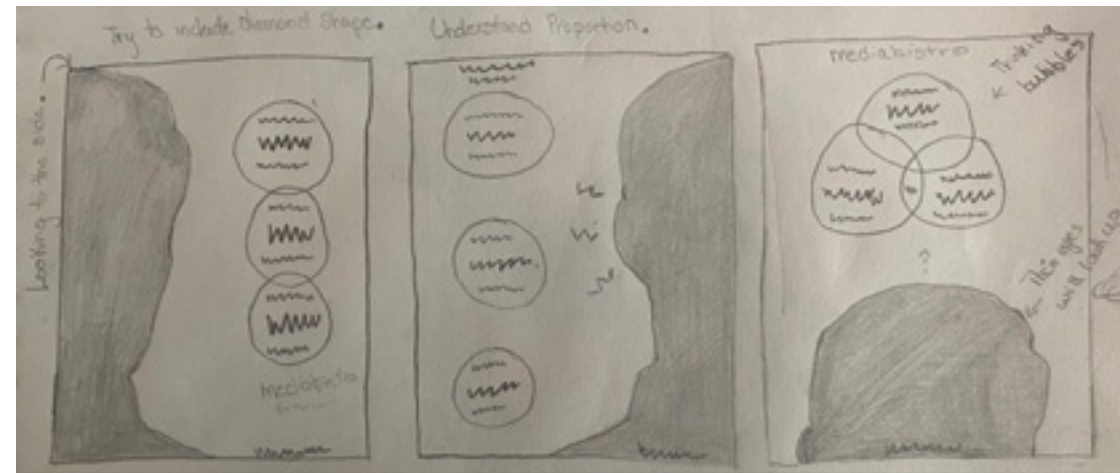
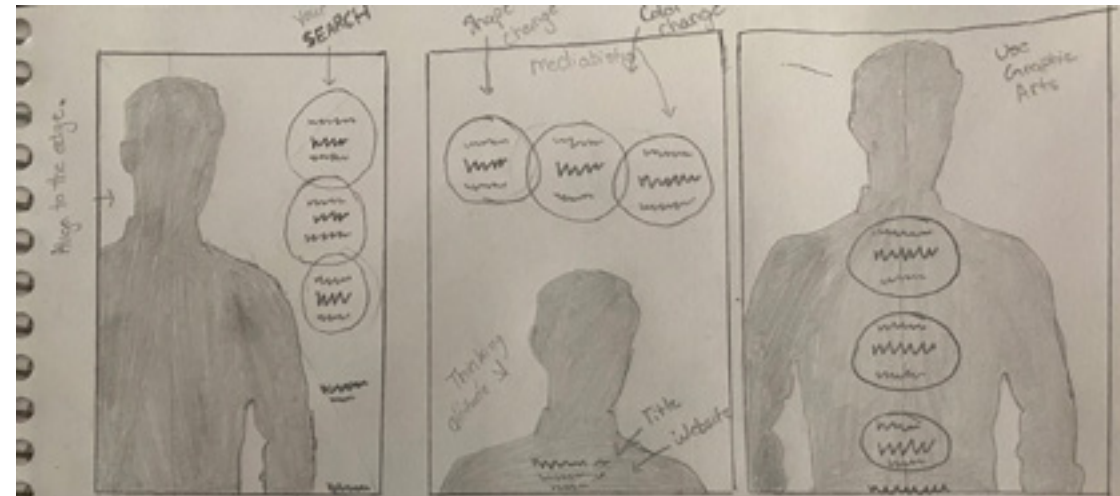


## Ideation (Concept Development)

Upon analyzing the ad, I had thought of a few ideas for my redesign, most of which involved a person either hearing about the information that mediabistro offers or thinking about it.

While sketching I thought about the person's/people's expression, actions, and attire. Ultimately, I wanted to keep the same formal but relaxed tone the original ad had so I always envisioned the figure or figures in my redesign wearing formal attire with welcoming smiles or thoughtful expressions.

In terms of colors, I wanted to include the same low opacity circles with a dark color and have white text on top. In the original ad and in a few sketches, pieces of the circle would fuse with each other making a darker shape. Including a bright text on top would draw the viewer's eye to it. Overall, all of my sketches carry a similar concept and I knew for sure what direction I wanted my redesign to take.



## Design Development

My final redesign is a combination of all of the ideas I presented in my sketches with a few adjustments.

In this redesign, I kept a few attributes of the original ad such as the color scheme and business attire. I included a light colored background because it brings a positive atmosphere to the ad. I had an idea to combine the thought bubble idea with the background itself. The group of people looking upwards makes it seem like they are looking at the sky because of the white fading to blue background. Their eyes also direct you to the bubble holding the information about mediabistro. I placed the people at the very bottom of the ad because I didn't want them to be the main focus or be too distracting.

I included icons to further emphasize what mediabistro strives to do. They tell you what you will expect to see and get when working with them. The headline and body text both use modern sans-serif fonts. I wanted the title to be slightly different, in color and font as to not be confused with the body and show a bit more of importance.

- The black sans-serif font: Trebuchet MS (bold)
- The white sans-serif font: Alternate Gothic ATF (Black) (Regular)

Matthew De Souza

