

Susan Nava
COMD 2400
The Art of Watercolor
(45th Issue): Love Letters
Editorial Design layout
Redo.



Name: Susan Nava

Observation Research:

This is an Editorial Layout from the 45th Issue of an Editorial Art Magazine's "The Art of Watercolor: The Art Magazine for Watercolourists." by Katarzyna Kmicik. Who gather a collab of Watercolor artists to share their talented works of watercolor that they are passionate to share by steps before the final piece.

Their main targeted Audience is Artists who are into Watercolor Painting or loves watercolor painting.

The composition is Asymmetrical, on the left page you have the image spread placed across the right spread, but the text alignment was placed in the lower left. While on the second spread, you have three images being placed on the right.

All fonts are being used in Sans Serif Font, Transitional uniform upright Characteristics. All of the texts are in Italic except the Subtitle "Demo," and they're all in Flush Left. It seems to be shown in three columns because of the left page of the text.

There's color in this entire photograph, lots of shades of reds with a hint of blue, yellow, green and some white for the books and frames. To blend in for realistic paintings. Reds are mostly to use for passion and love while blues and greens represent tranquility and nature. Yellow symbolizes for happiness as this artist is proud and passionate while working this piece in a calming environment surrounded with botanic plants she was in.

The books on both the paintings give a parallel and intersection across both spreads while dissecting these pages. Rule of thirds seems to appear for both the images and the text. White spacing on the left page is shown for the artist's impression quote a bit further away from the body copy text.

10 Criterias of Evaluation this Editorial Provided were:

1. Using High Visual Magnetism - Scrabble Board with Coffee Mug, Muffins, Books, Glasses, Art Supplies, and Flowers.

2. Select the Right Audience - Love Letters with a Canvas Size

7. Talk Person-to-Person - Speaking the Reader the Steps of how this Artist start of with a sketch first, then taking it to color for blending and show it's final piece as the main.

8. Be Easy to Read - Body Copy's Font Size is not smaller than 9pt, Uses Red Text as a Title and subtitle and a black text for Body Copy.



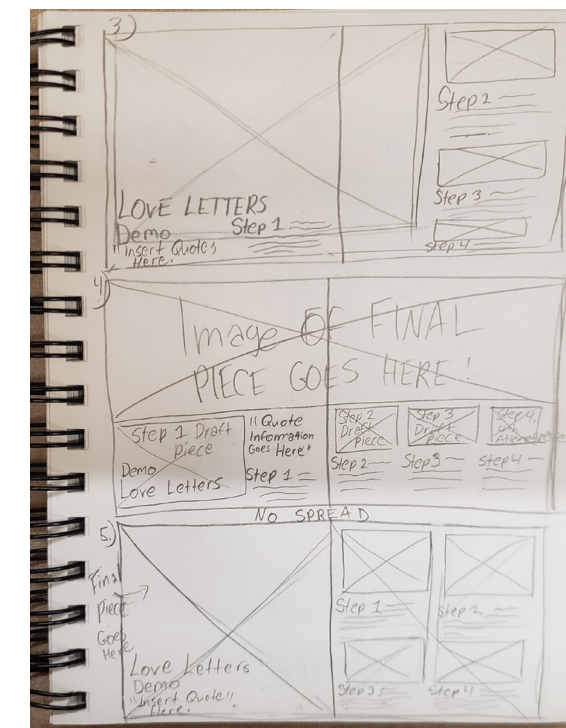
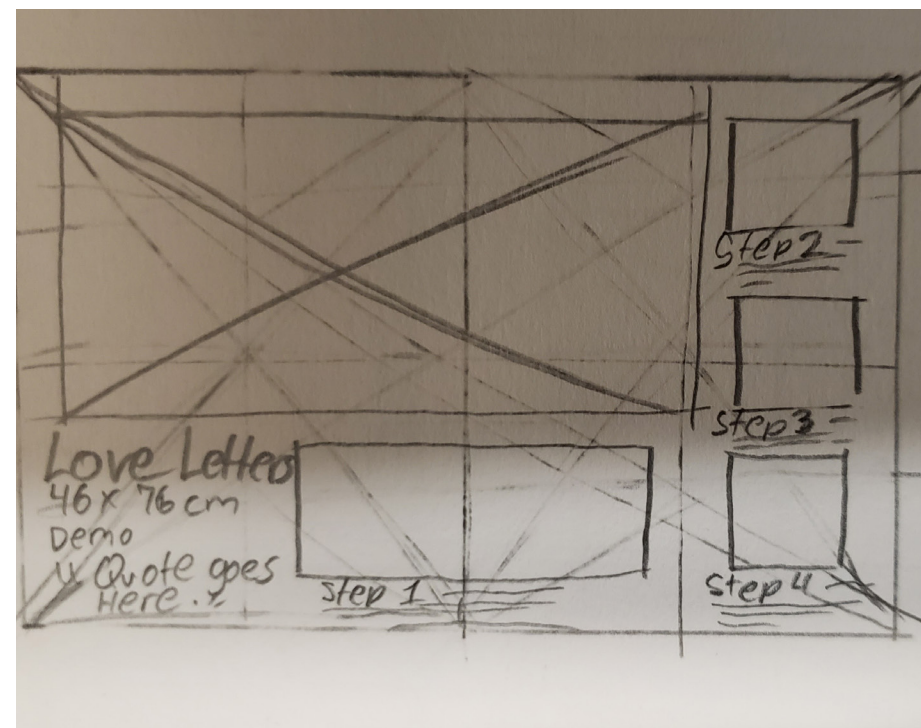
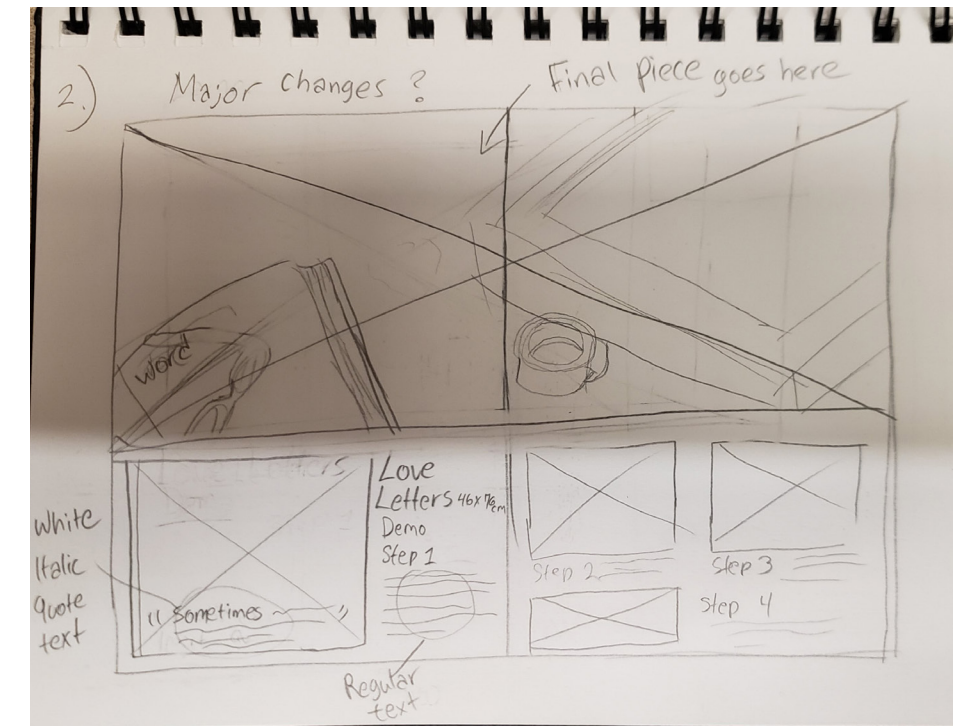
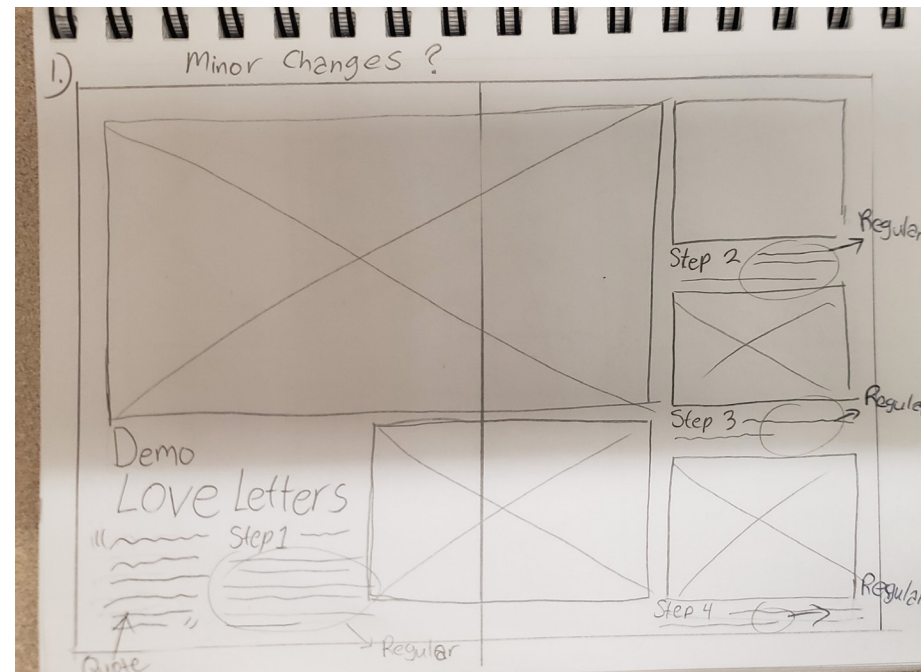
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Idealization (Concept Development):

My First Concept I did was with minor changes to bring the quote slightly closer to the Step 1 Body Copy text. Have the Subtitle text "Demo," and Canvas Size align underneath the Title "Love Letters."

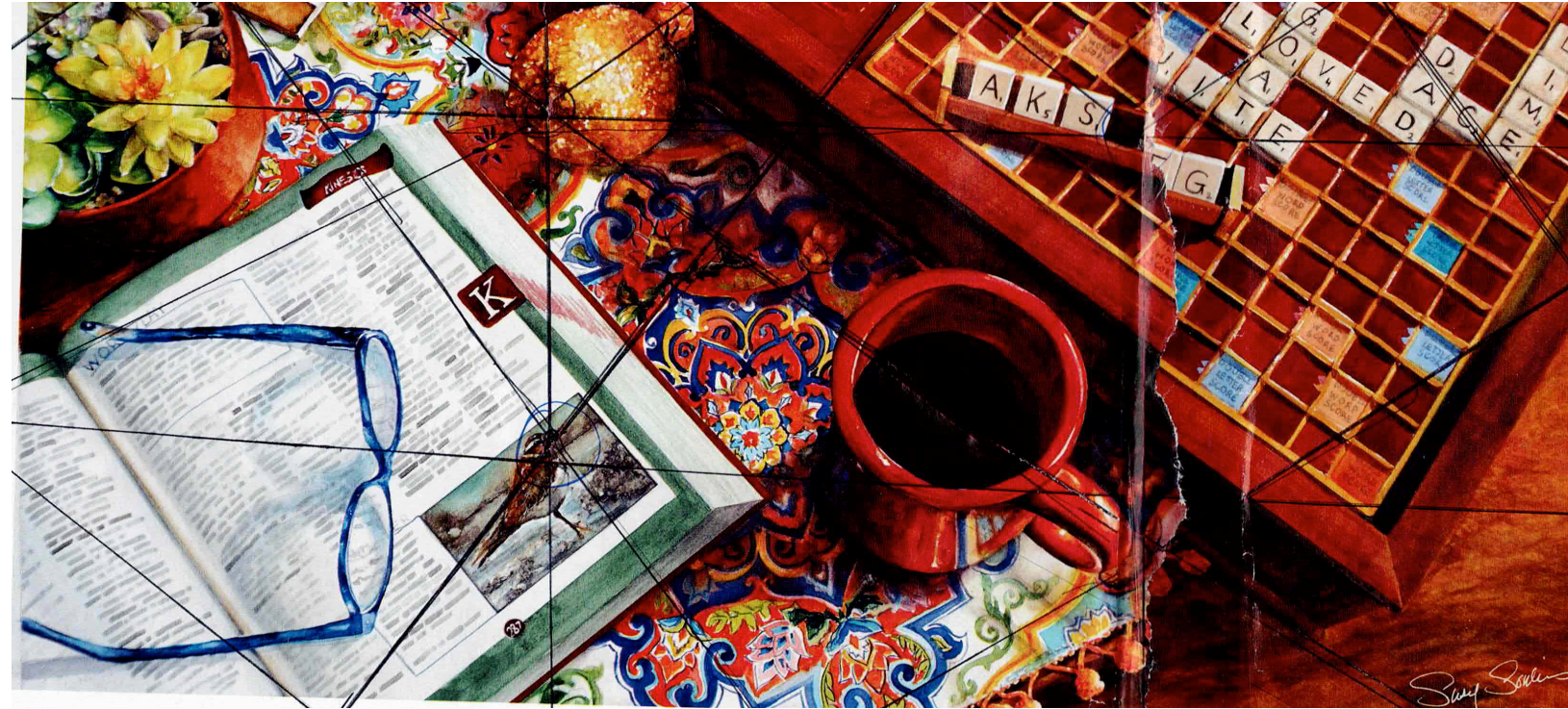
Second, Third and Forth Concepts would have major layout changes to make sure there's an image spread, but the text would align differently.

Last concept sketch removed the Image page spread and have the title and subtitle placed on the Final Piece in a white text.



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The First Concept Stick out well with the layout organization and the spread too to keep visuals in there. Would enlarge the Quote and drag it closer to the Step 1 Body copy. Subtitles are being placed underneath the Title of this Editorial.



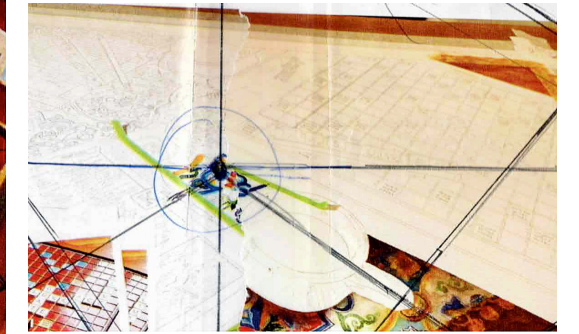
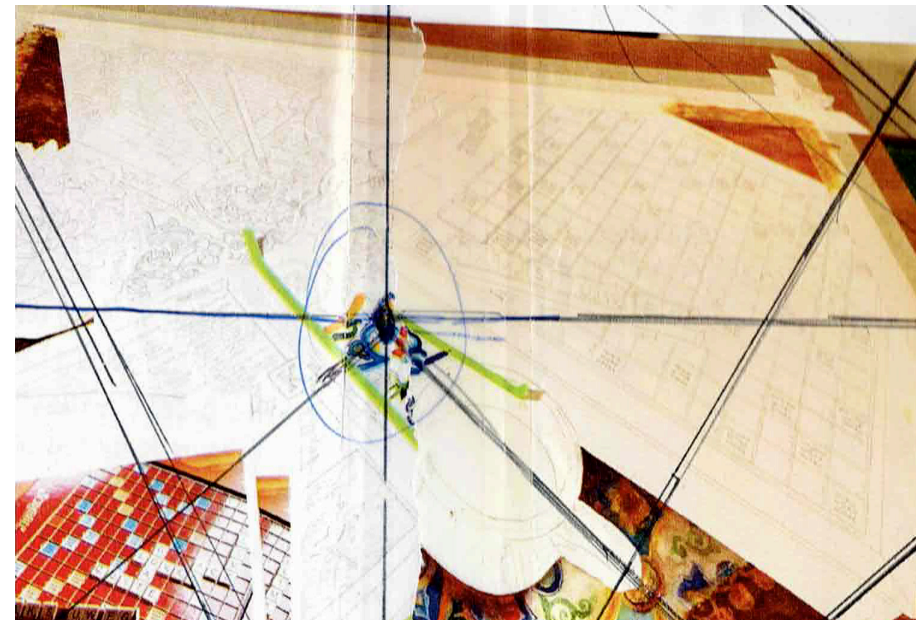
Love Letters

Demo
 46x 76cm

"Sometimes it's the little things, like a ray of sunshine on the Coffee table, that can bring the most joy. After many gloomy, foggy mornings, I was so excited to see the sun that I threw the first things I could Find on the Table and Started Painting."

Step 1

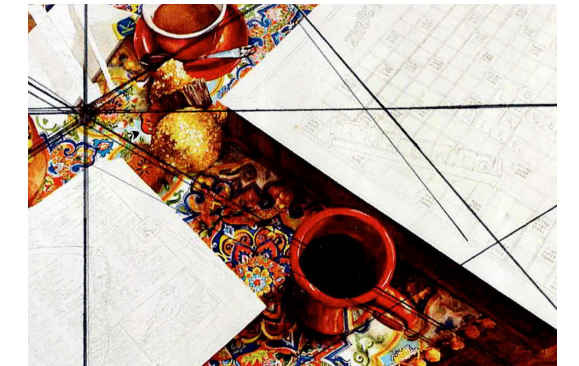
With the drawing in place I like to begin with the background, in this case the wood tabletop. Using Masking Tape and a small amount of masking fluid I cover all edges connected to the wood table. By protecting the edges I have more freedom to create the wood texture. Starting with quinacridone gold I follow with multiple glazes of quinacridone burnt orange and indantharone blue. When dry I then mask the edges of the fabric with more tape carefully cutting with a sharp blade. The Colours in the fabric and wood will establish the palette for the rest of the painting. The fabric was created with Indantharone Blue, Cerulean Blue, Hansa Yellow Deep, Quinacridone Rose and Perylene Scarlett.



Step 2 *The Mugs and Flower Ectiumquis accatur eptatem exernam voles elentia simus. Uptiis saniet laut prepturibus rehenecus et laudandio.*



Step 3 *The Mugs and Flower Ectiumquis accatur eptatem exernam voles elentia simus. Uptiis saniet laut prepturibus rehenecus et laudandio.*



Step 3 *The Mugs and Flower Ectiumquis accatur eptatem exernam voles elentia simus. Uptiis saniet laut prepturibus rehenecus et laudandio.*