Magazine Article
multimedia assignment guide for instructors

Emphasize the real-world application of students' writing by having them design a magazine article. Science magazines such as *Scientific American* offer students the opportunity to write informative and visually engaging articles.

The Design Lab's magazine template eases students' introduction to Adobe InDesign, giving them more time to choose appropriate images for their article and to think critically about design. The blank 2-page cover spread at the beginning of the template gives students a chance to use their creativity.

**DESIGN GUIDE**

We've created two design guides for magazine article assignments. One includes video tutorials on magazine design, models of magazine cover spreads, and other design tips; the other includes a pre-made InDesign magazine template and a step-by-step guide to using the template.

[guides.lib.unc.edu/magazine](http://guides.lib.unc.edu/magazine) | [guides.library.unc.edu/magazinetemplate](http://guides.library.unc.edu/magazinetemplate)

**LEARNING OBJECTIVES**

- Utilize effective research skills to craft a professional, informative article.
- Communicate a clear and effective message for a particular audience.
- Adopt a professional tone suitable to your rhetorical situation.
- Engage an audience with visually engaging, thematically appropriate content.
- Ethically reuse media, based on knowledge of intellectual property and copyright.
- Familiarize students with a real-world print media tool, Adobe InDesign.

**LESSON OUTLINE**

As with any multimedia project, it is important to give students enough time to learn techniques, practice new skills, and gather feedback before submitting their final article. We provide this general outline for you to adapt to your own class and content.

**This assignment sequence was designed by ENGL105 instructor Tiffany Friedman.**

**Week 1**

- Introduction of assignment, with clear, unambiguous expectations.
- Analysis and discussion of examples/models. Search the UNC library database for examples of *Scientific American*, or of another magazine you are basing the assignment on.
- Students define article's purpose and audience.
- Students choose effective topics and begin researching.

*If your students need support refining their topics, finding reliable information, or citing their sources, please contact Dayna Durbin (ddurbin@email.unc.edu) to set up information literacy instruction.*
Magazine Article
multimedia assignment guide for instructors

Week 2
FEEDER 1 DUE: Topic proposal
- Students develop content for their articles.
- Practice evaluating and integrating reliable sources.
- Familiarize students with proper writing tone and style for their article's purpose.

Week 3
FEEDER 2 DUE: Annotated bibliography
- Instruction on best practices for magazine cover design (See 5 Tips in 5 Minutes tutorial on our Design Guide).
- Students gather visuals and brainstorm design and color schemes for their magazine cover. Our Magazine Cover Planning Worksheet (go.unc.edu/magcoverplanner) can help guide them.
- Discuss ethical re-use of media. Refer to our guide (guides.lib.unc.edu/reusingmedia) on the topic.
- Students begin learning InDesign. Assign a Lynda tutorial (go.unc.edu/introduceindesign) or contact Jennie Goforth (jgoforth@unc.edu) for in-class InDesign instruction.

Week 4
- Students finish article draft.
- Peer feedback on article content and design.
- Students download and use the magazine article template (guides.lib.unc.edu/magazinetemplate). Refer students to the step-by-step instructions on this page for using the template.

Week 5
- Workshop and publish magazine articles. Consider using issuu.com or InDesign's “Publish Online” feature to publicly share final projects.

RUBRIC
We've created a sample rubric to help you in evaluating your students’ magazine designs. Please feel free to adapt it as you like.

go.unc.edu/magazinerubric

FURTHER SUPPORT FROM THE DESIGN LAB
Design Lab staff is available to help you adapt this content to your own class. We can also provide customized classroom instruction. Please contact Jennie Goforth at jgoforth@unc.edu.
Visit our website: library.unc.edu/house/designlab

@RBHouseUL
Chat us at library.unc.edu/house
Drop-in help available at the front desk of the UL:
M-Th 9am-10pm | Fri 9am-3pm | Sat 1pm-6pm | Sun 1pm-10pm