

DESIGN PHOTOGRAPHY VIDEO EDUCATION

# LAYERS®

THE HOW-TO MAGAZINE FOR EVERYTHING ADOBE®

JULY / AUGUST

2008



the future of web design with

# fireworks

the latest CS4 public beta makes it easier than ever to design powerful, effective, eye-catching websites

**MAKING THE SWITCH**  
traditional illustrators explain how and why they took the digital leap

**LIGHTROOM 2 BETA**  
new tools and improved features make Lightroom better and faster than ever

DISPLAY UNTIL SEPTEMBER 16, 2008



www.layersmagazine.com

Produced by **Kelbytraining**

[DESIGN MAKEOVER]

JAKE { by } WIDMAN

client:

Israel Philatelist] [www.israelstamps.com

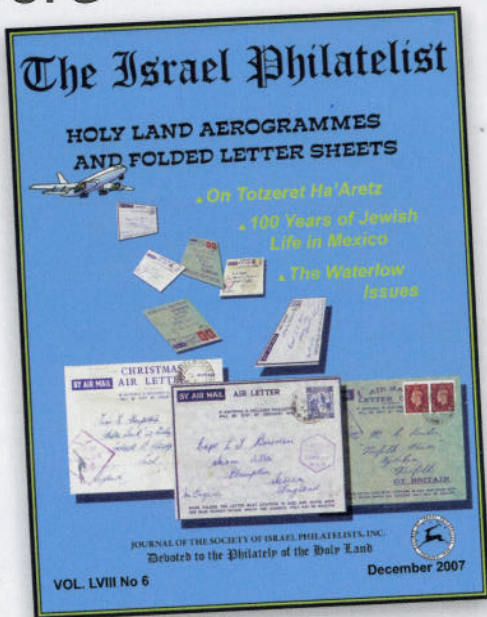
designs that stick

The *Israel Philatelist* is the membership journal of the Society of Israel Philatelists, an organization of stamp collectors who have a particular interest in the Holy Land. Founded in 1949, the society, based in the U.S., has no connection with the State of Israel, though its logo is based on the logo of the Israel postal service. It's open to anyone—the only requirement is an interest in the subject matter.

The society's 1,500 worldwide members receive *The Israel Philatelist* by mail. The journal is printed on high-quality white paper in full color; a typical issue is 40 saddle-stitched pages long. According to the editor, Don Chafetz, the journal has three purposes: to educate members, to retain existing members, and to recruit new members.

But Chafetz thinks the journal could do a better job, especially at that last task, if it were redesigned. When he became editor in 2003, he also became de facto designer, and while he thinks the magazine

before



looks a lot better than it did then (when it was black and white, and the cover just featured the name, issue number, and logo), he says, "I'm frustrated that I can't make the covers pop more." He usually uses several images on the cover relating to the stories inside and the background is always the same blue. He says the membership is happy with the current look, but he's not.

"I'd like it to look lively and attractive," he says. "I want it to make people say, 'Boy, I want to read that.'" He particularly wants potential members between the ages of 40 and 60 to read it because that's the ideal time to catch someone who's thinking of starting a hobby. Chafetz also wants to make sure the journal doesn't make stamp collecting look like an old man's activity.

With that in mind, we gave three designers the cover and an interior page from *The Israel Philatelist* and asked them to make it look like it would be fun to be a member of the society.

I'm frustrated that I can't make the covers pop more.... I'd like it to look lively and attractive.



makeover submissions

We're looking for product packaging or labels, print advertisements, and magazine covers that are currently in the marketplace for future "Design Makeovers." So if you or someone you know has a design that you'd like us to consider making over, or if you're a designer and you'd like to be considered for a future "Design Makeover," drop us a line at letters@layersmagazine.com.

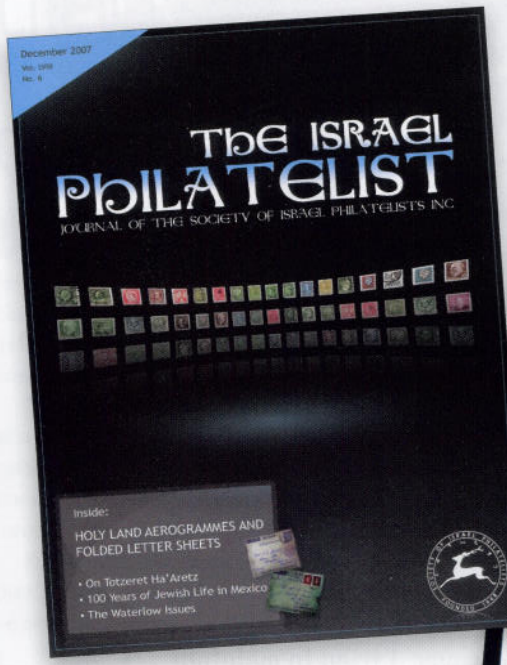
Jake Widman is a writer and editor who lives in San Francisco. He's been covering the intersection of computers and graphic design for about 20 years now—since back when it was all called "desktop publishing."

[design makeover]

# after

DESIGNER: Alison Dovidio ] [www.sugarfishcreatives.com

For the magazine cover I used graphics with a tasteful, modern edge in hopes of generating excitement...



**D**on Chafetz, the editor and designer, stated, "I'm frustrated that I can't make the covers pop more." For that reason, my main objective was to create a look with rich color and design. For the magazine cover I used graphics with a tasteful, modern edge in hopes of generating excitement and attracting people to the magazine who might not typically be drawn to the hobby.

The magazine has been around for many years, so the redesign needed to incorporate some of the old elements to allow users to easily form a connection between the old and new designs. I included the cyan color that was originally used in excess and applied it as an accent color. Additionally, I used an Old English-style font—Anglo-Saxon Caps—but with a slightly modern twist, and I kept the original

displaying the issue's date, volume, and issue number. This will allow the members to easily search through stacks of archived magazines and find the specific issue they desire.

On the inside page, I organized the "Sharon" article so it was more inviting. I divided the article into three columns so each line would be short and easy to read, and I added a little bit of variety to the grid by inserting images at an angle. I feel this added a bit of interest in the design to draw the attention of the reader. The text font is good old Times New Roman.

## [ ABOUT THE DESIGNER ]



### Alison Dovidio ] [ Sugarfish

Alison grew up in Hubbardville, New York, and now lives just north of Boston in Stoneham, Massachusetts. From a young girl who loved to draw, paint, and create arts and crafts, she now finds herself in a corporate environment at Osram Sylvania where she works as an e-marketing specialist responsible for maintaining the company's 10,000+ webpages, managing the content, and having full creative responsibility.

Alison graduated in 2006 from Merrimack College in North Andover, Massachusetts, with a degree in marketing and a minor in digital media. She'll also receive a master's certification in graphic design and Web development from Clark University in Woburn in May 2008. Alison continues to take on freelance work; expand her knowledge within the creative industry; and embrace any experience, adventure, or opportunity that comes her way.

APPLICATIONS USED: Adobe Photoshop CS2, Adobe Illustrator CS2, and Adobe InDesign CS2