

# What does *digital magazine* mean to you?

**“IDEAS” ASSIGNMENT SHEET** 12 SEPT. 2011

Imagine what a portable digital magazine could be, in terms of hardware, software, interaction, experience, content, purpose, and significance. Set aside existing models and the limitations of the publishing industry and technology, for the moment, and ask *what form could this magazine take? What could such a magazine mean?*

Develop an idea for a magazine. You might change the physical device, the visual design of screens or other media, the way that people interact with it, or the content that the device holds. Your idea might not be visual at all. Think about what role your magazine would fill and how the magazine would sit in the world. Think about the details of your concept: how would your changes affect the rest of a user's experience?

Explain your idea in visual form. Create your documentation using any medium you like, on the computer or by hand. Your documentation should stand alone, without additional explanation. Use text, images, or diagrammatic language. If you draw your prototype, please make a rough sketch first, then create a more refined version.

DELIVERABLES. Two to four 11 × 17 in. sheets, color or black and white.

<b>Schedule</b>	12 Sept.	Start project
	19 Sept.	Present project
<b>Evaluation</b>	50%	Thoroughness of concept study
	50%	Clarity of presentation materials