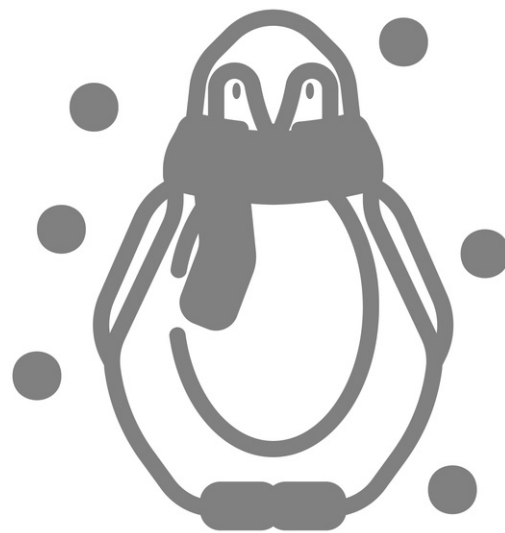


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CONTENTS

PAGES

1 Client collaboration

1

2 Year 3 objectives

2

3 Next up

3

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Client collaboration

Aim? To build on skills from Years 1 and 2 to collaborate on the publication of a print and/or digital magazine that will be produced for a specified client, which is Penguin books, and specifically with the Michael Joseph sphere within Penguin publishing.

Nothing I will be doing in this unit is completely new: in Year 2 I accomplished the following:

- **Experience creating a print and digital magazine for a specified audience**
- **I understand many aspects of the production process (across platforms)**
- **I have worked worked to create my own client brief, to support the release of my book, or aspects within my magazine – both print and digital**
 - **I have understanding of market sectors and audiences**

01

Clint collaboration

Penguin

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YEAR 3 OBJECTIVES

- In Year 3, I will be expected to refine and develop my skillset
- The focus is on greater professionalism: producing high-quality content that will go through stringent editorial processes necessary for wider publication: tutors will be looking at each piece to ensure quality control that will also showcase my skills to best effect
- I will need to identify story ideas – and articulate clearly why they fit the brief in relation to stated audience(s) – show here how you come up with a concept or create story ideas which can be kept on file/record

02

Year 3 objectives

Quality – and identify story ideas, explain why they fit the brief according to audience/readership

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- I will need to research story ideas in depth – both via secondary (desk research) and my own ORIGINAL research – interviews, observation, drawing on your own experiences, researching a context/presenting information
 - I may need to re-edit/rework stories, taking on board feedback and comments from tutors – a key part of the editorial process
 - Need to create content for different platforms: and ensure they are appropriate: again taking on board tutor feedback

03

Research, edit and adapt

Research in depth, create
content for different
platforms

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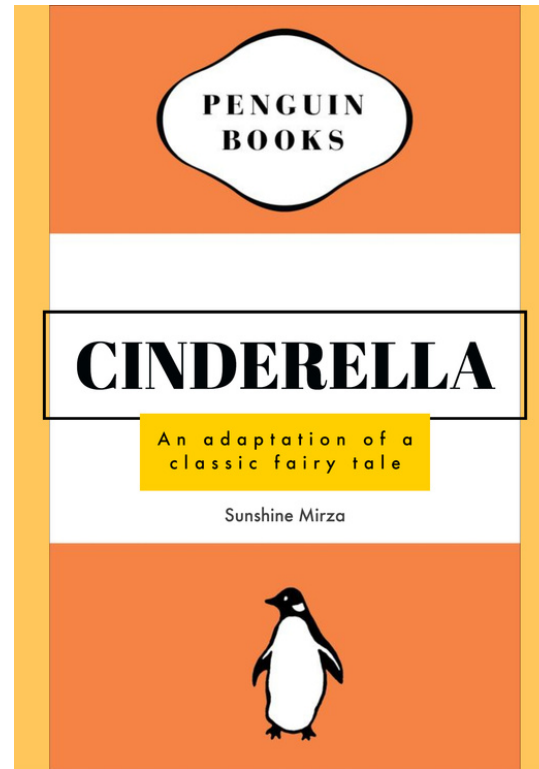
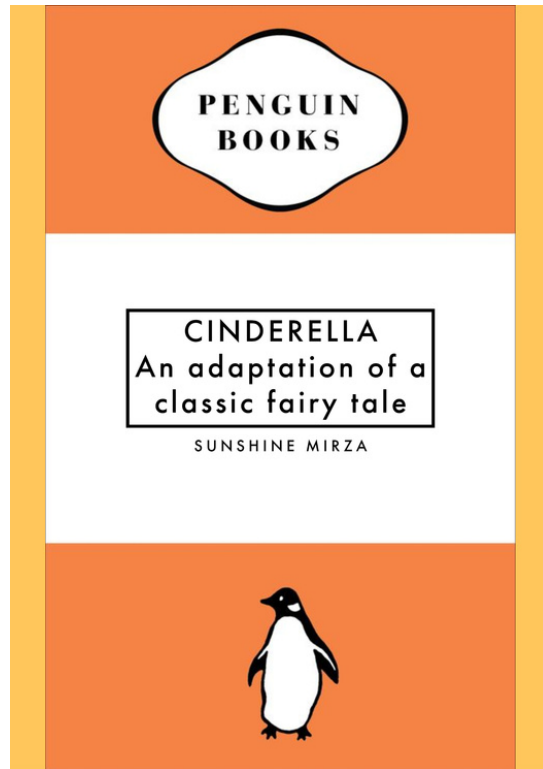
Within this work, I aim to build upon skills from Year 1 and 2, in order to collaborate successfully on the publication of a print/digital magazine that will be produced for a specific client, which in this instance, is Penguin books, and in particular Micheal Joseph, a publishing house within the Penguin publishing sphere and also according to their website their 'founder', since 1935, and part of nine publishing houses of Penguin books.

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Experience so far, Year 1 and 2

DESIGN AND USING DATA



DECEMBER 2022

91%

**USE ABC DATA TO
UNDERSTAND HOW
PUBLISHED MEDIA
REACHES PEOPLE**

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Digital magazine for Women

PEN-Goo-IN



Print magazine

PEN-Goo-IN



Production log

PEN-GOO-IN



Worked to create my own client brief, to support the release of my book, or aspects within my magazine – both print and digital

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Home > Projects > My project ... Saved



44% ▾

Try Premium



Download

Share

Discover

Templates

Text

Photos

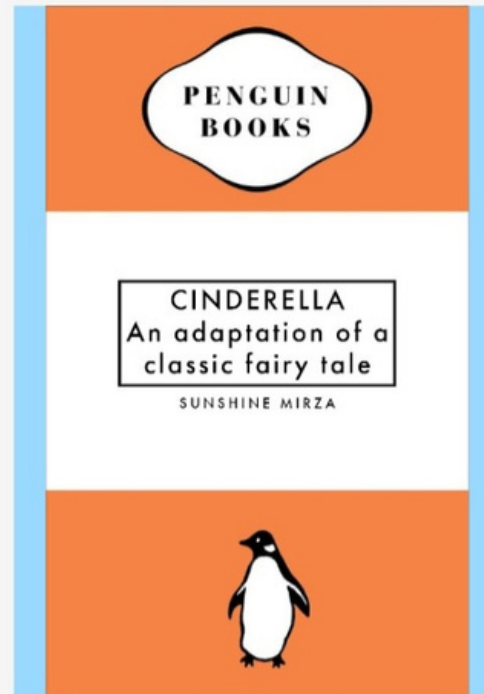
Shapes

Design assets

Backgrounds

Logos

Libraries



1



Colors

Animation

Layout

Resize

Design

Experience using data

PEN-Goo-IN



Women's magazines

PEN-Goo-IN



PEN-GOO-IN



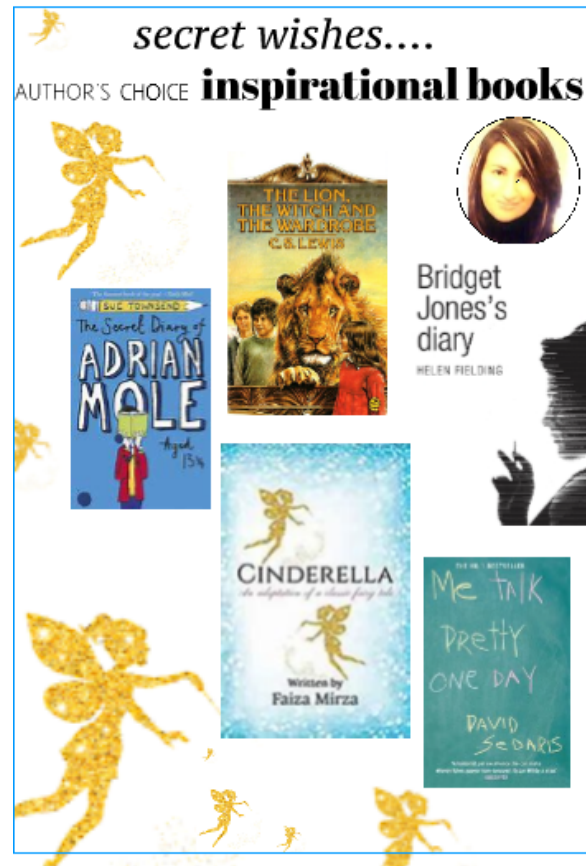
Fashion magazines



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Fashion magazines: Book review layout in a magazine



PEN-ZINE

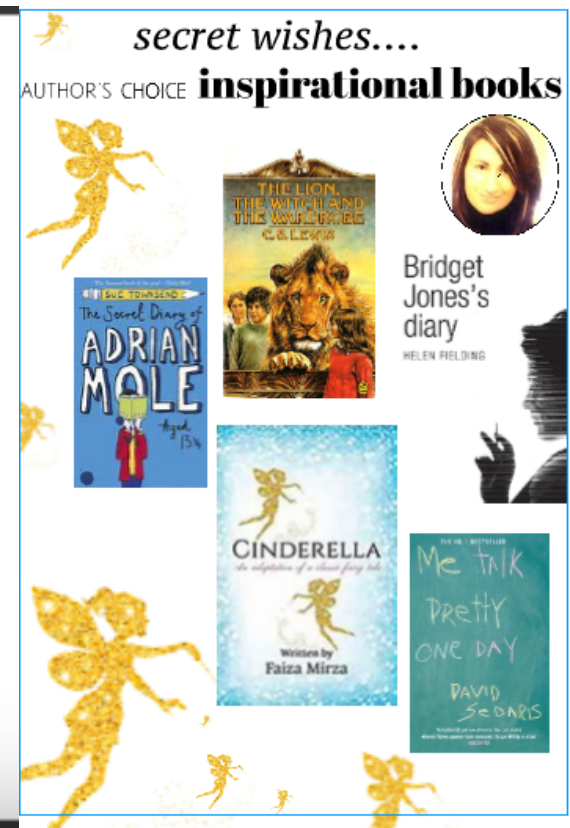
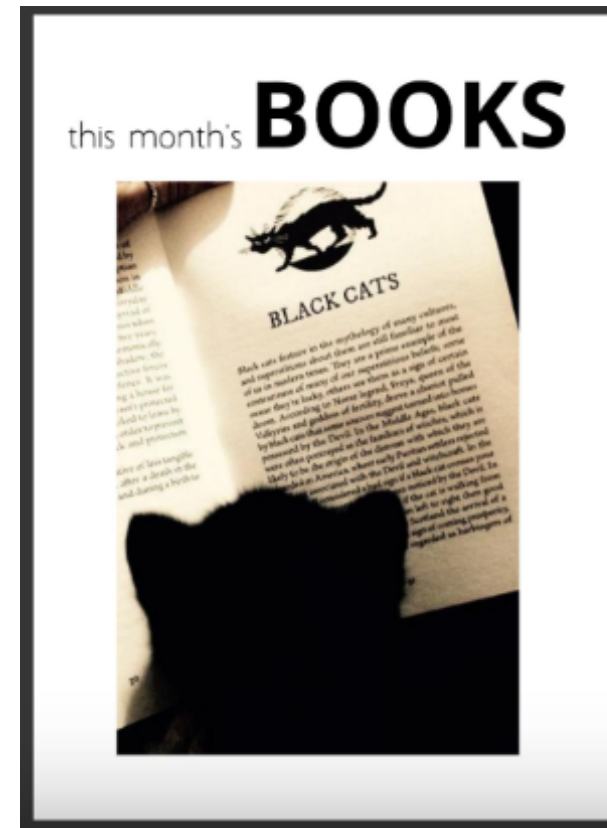
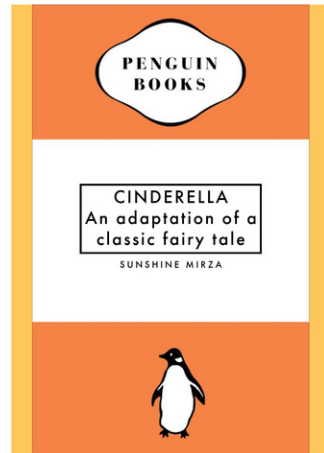
DESIGN IDEAS

POSSIBLE PAGE
LAYOUT/CONTENT - BRIGHT,
FUNNY, INFORMATIVE, CREATIVE.
EYE-CATHCHING, SOMETHING
NEW

PEN-GOO-IN



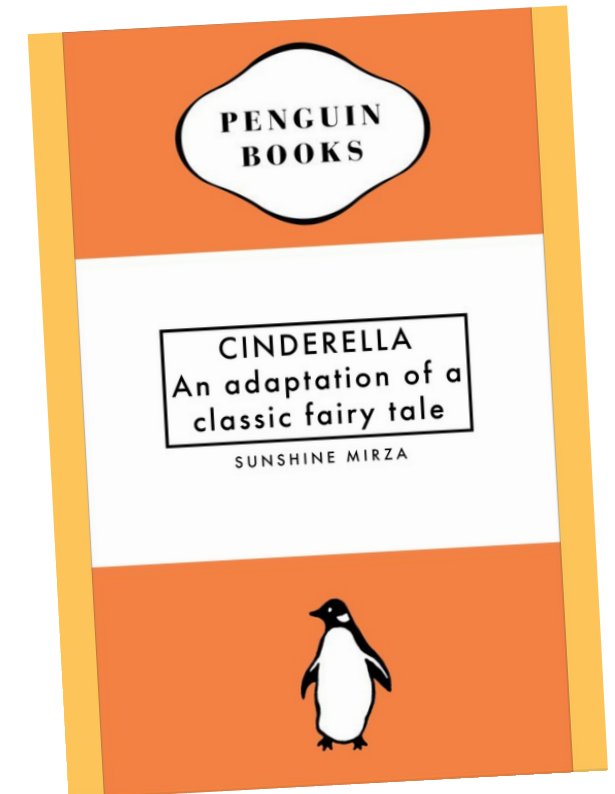
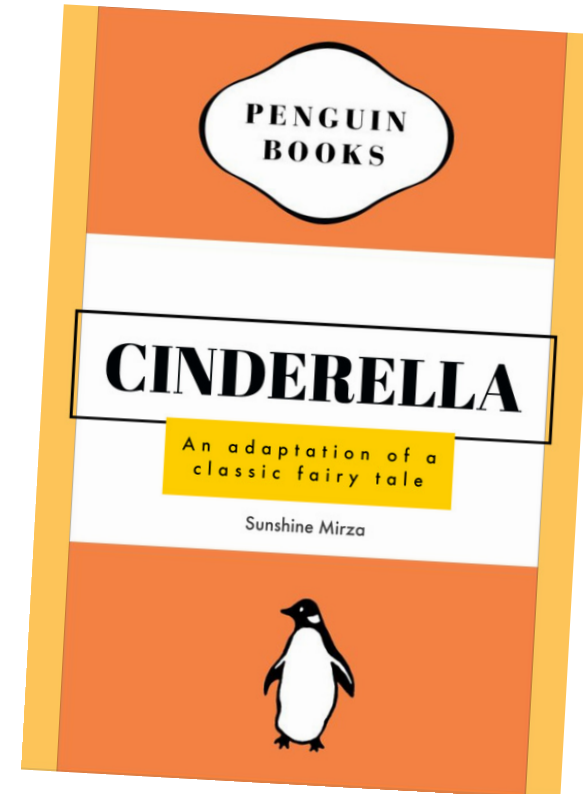
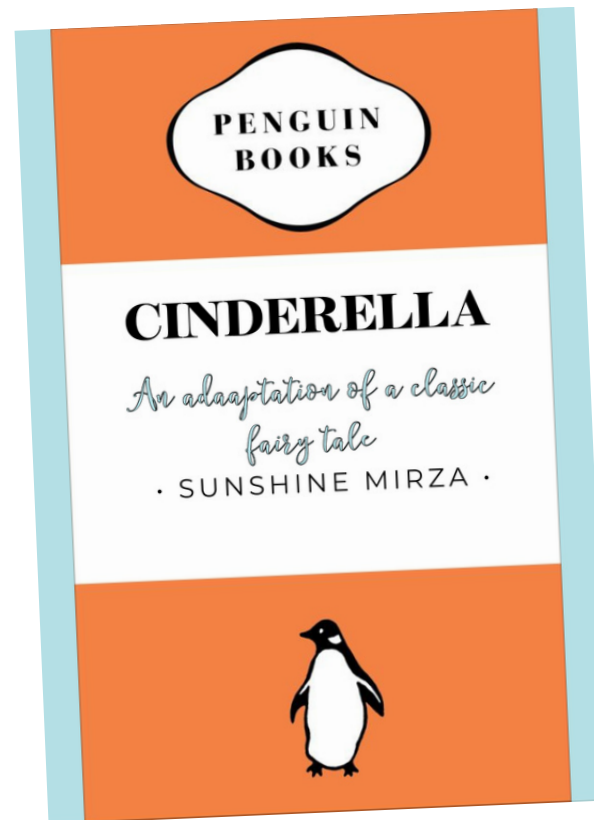
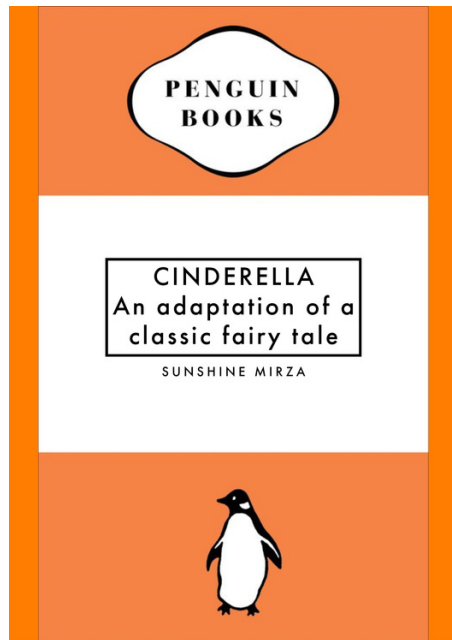
BOOK REVIEW



PEN-GOO-IN



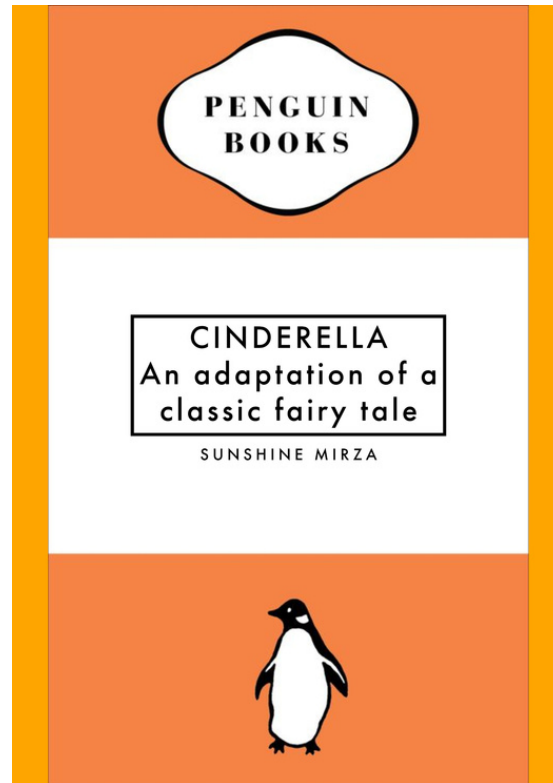
Year 3 - aims to refine my skills:
creating front cover samples



PEN-GOO-IN



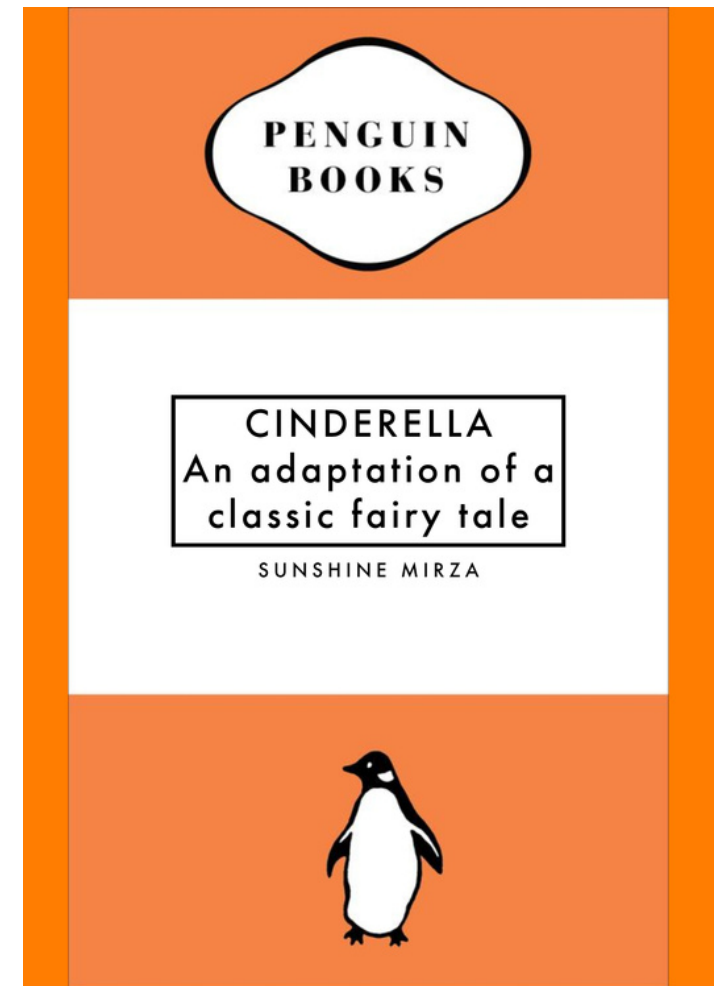
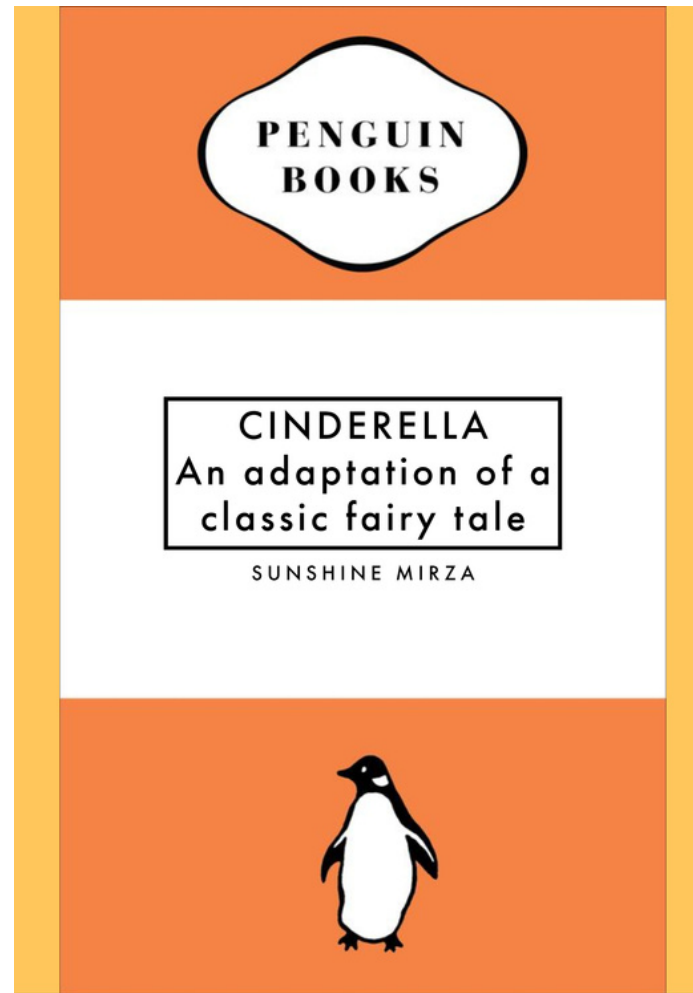
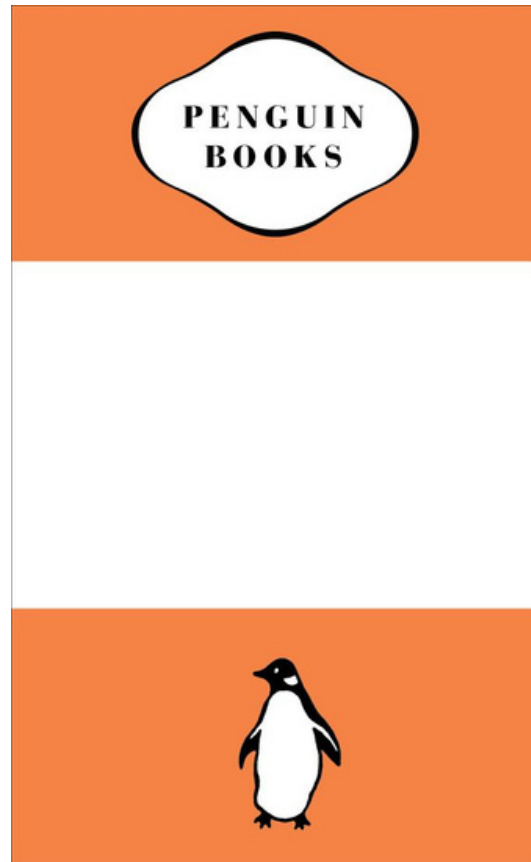
A focus on greater professionalism



PEN-GOO-IN



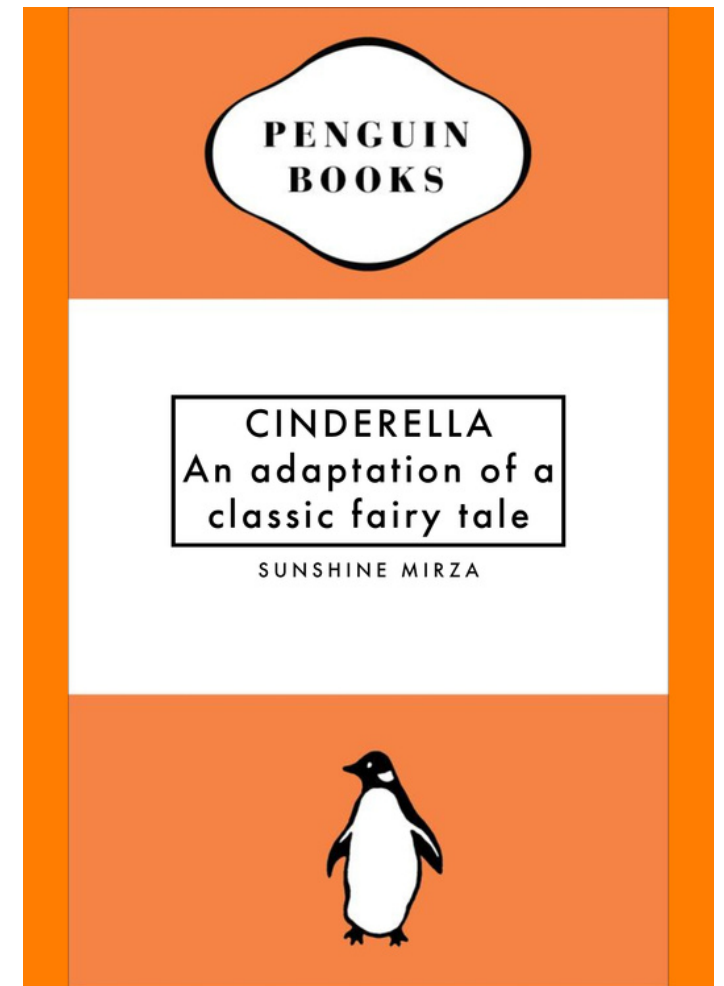
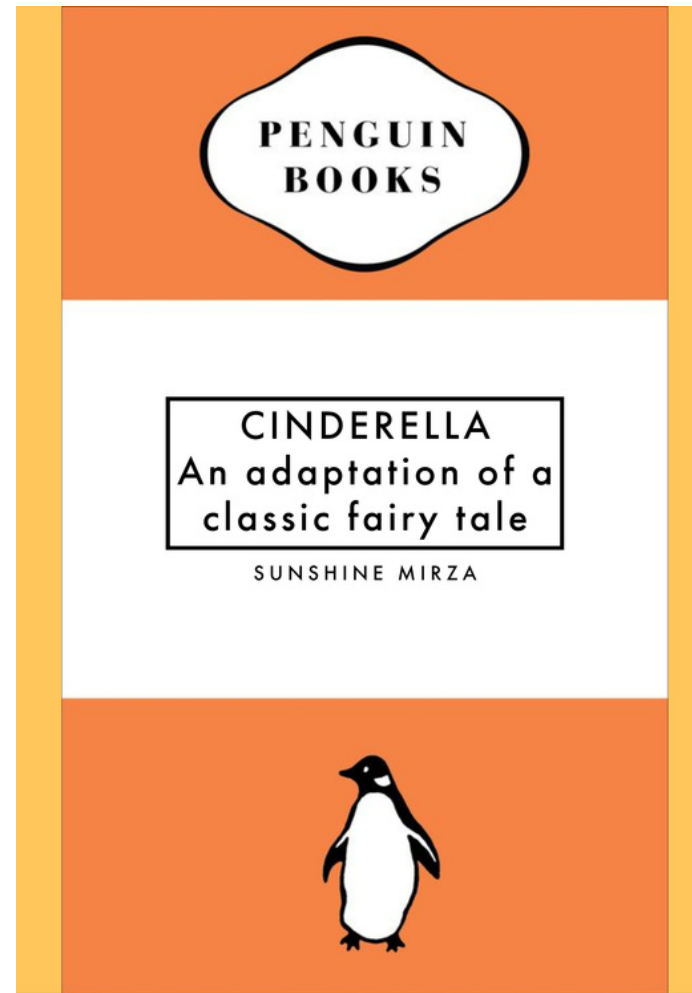
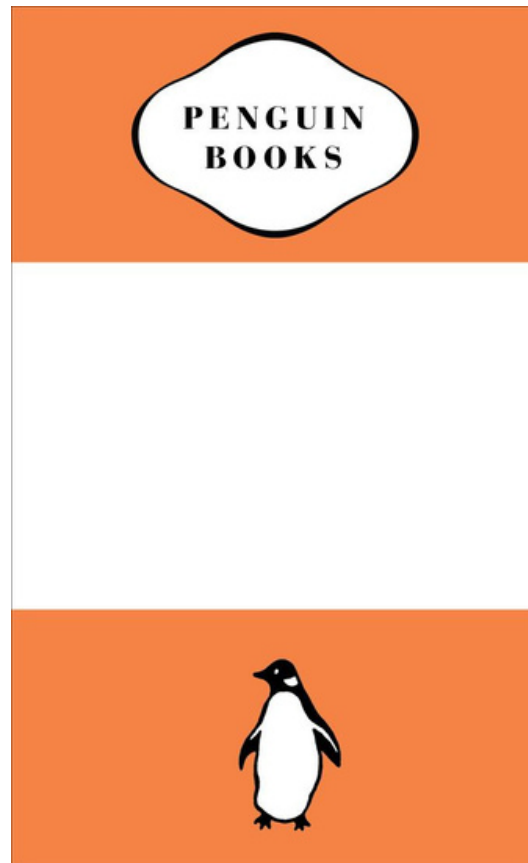
An ability to develop story ideas



PEN-GOO-IN



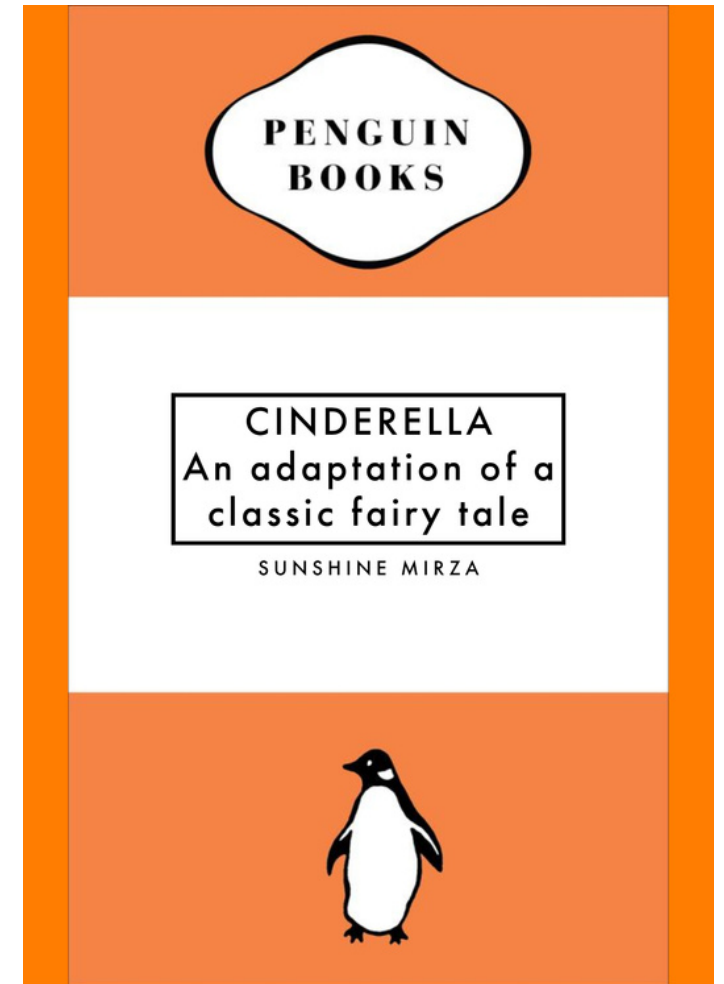
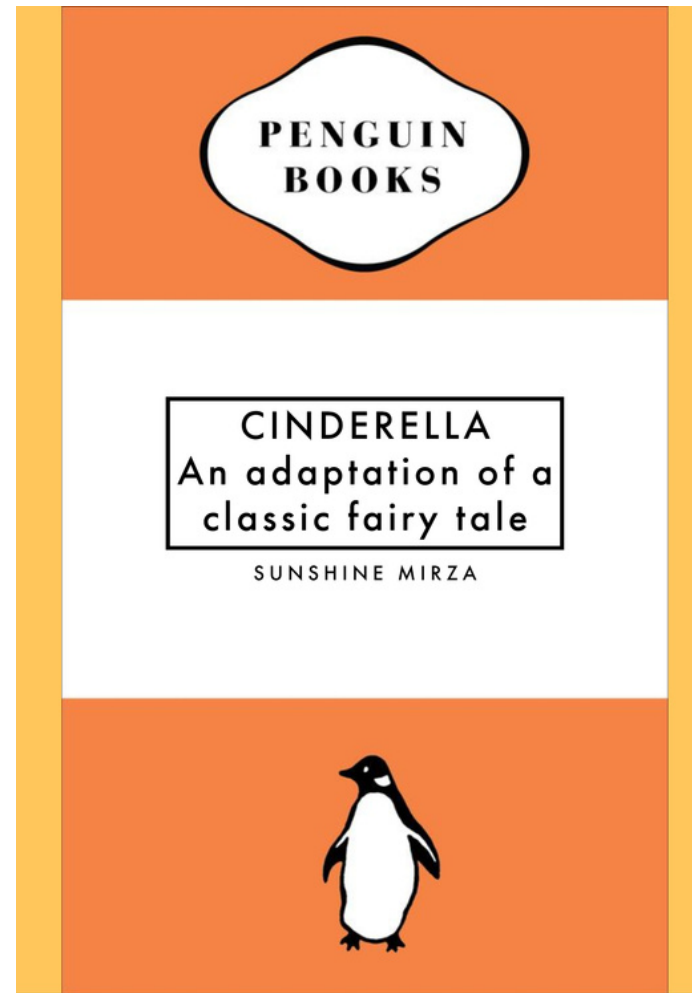
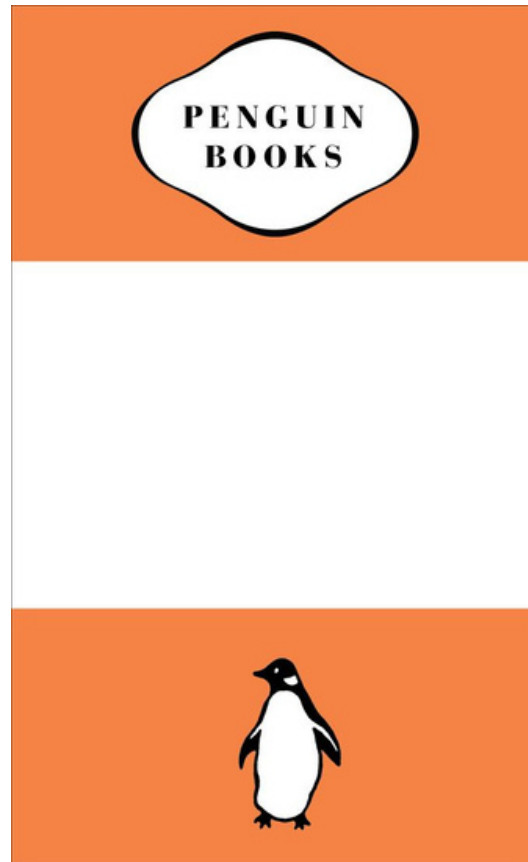
An ability to develop story ideas and refine work.



PEN-GOO-IN



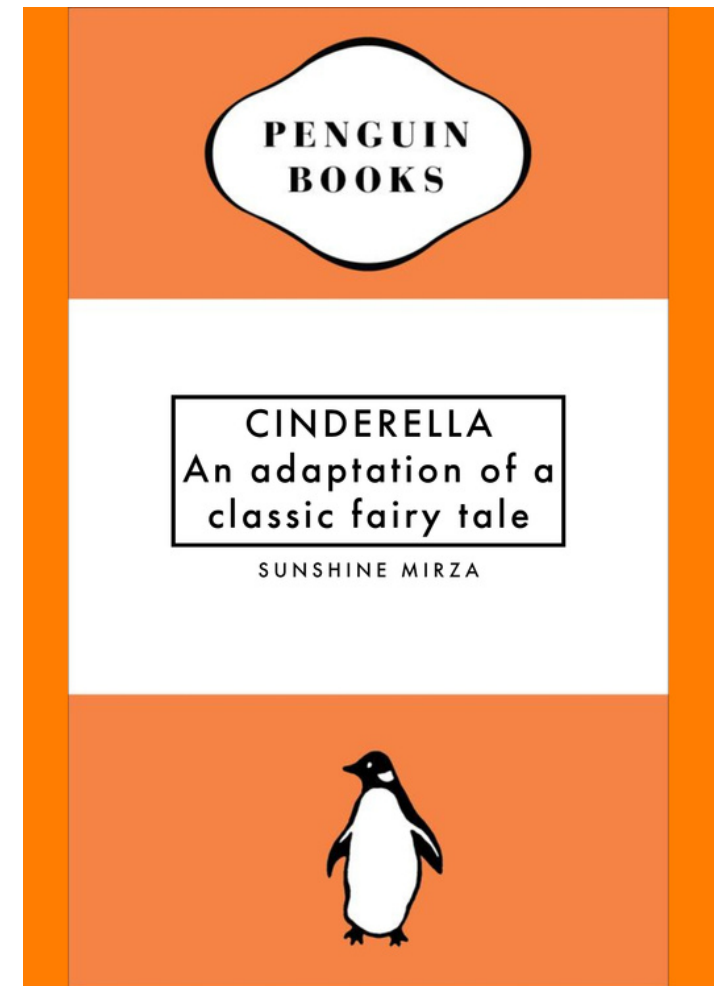
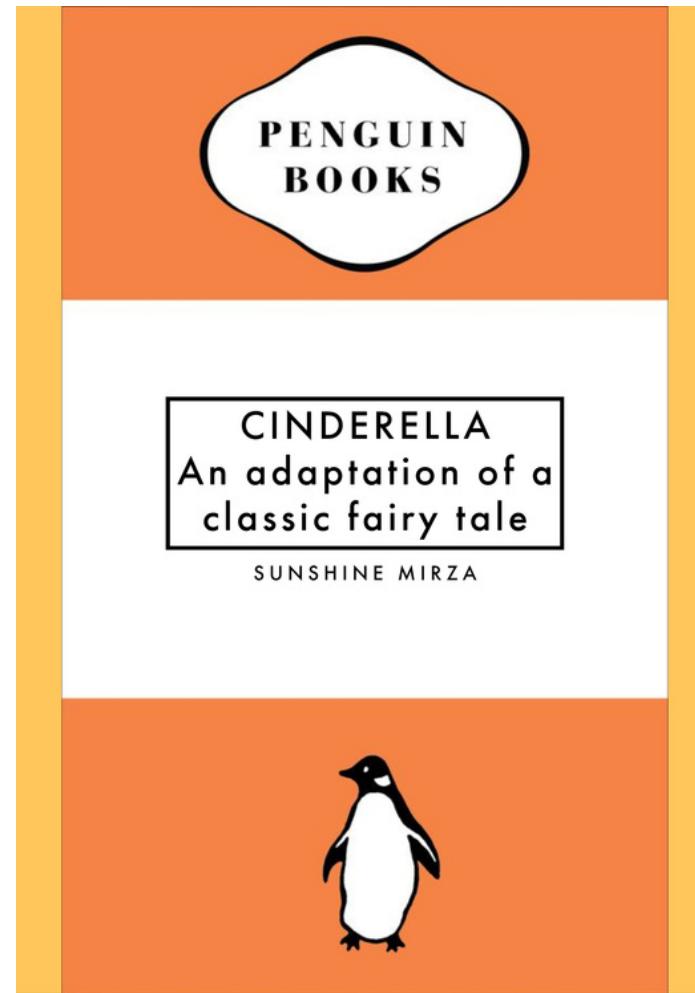
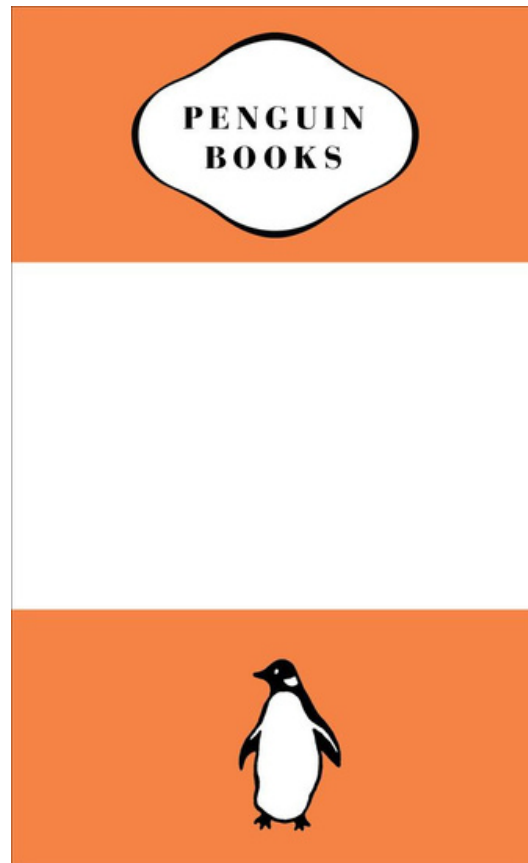
An ability to develop story ideas and refine work.



PEN-GOO-IN



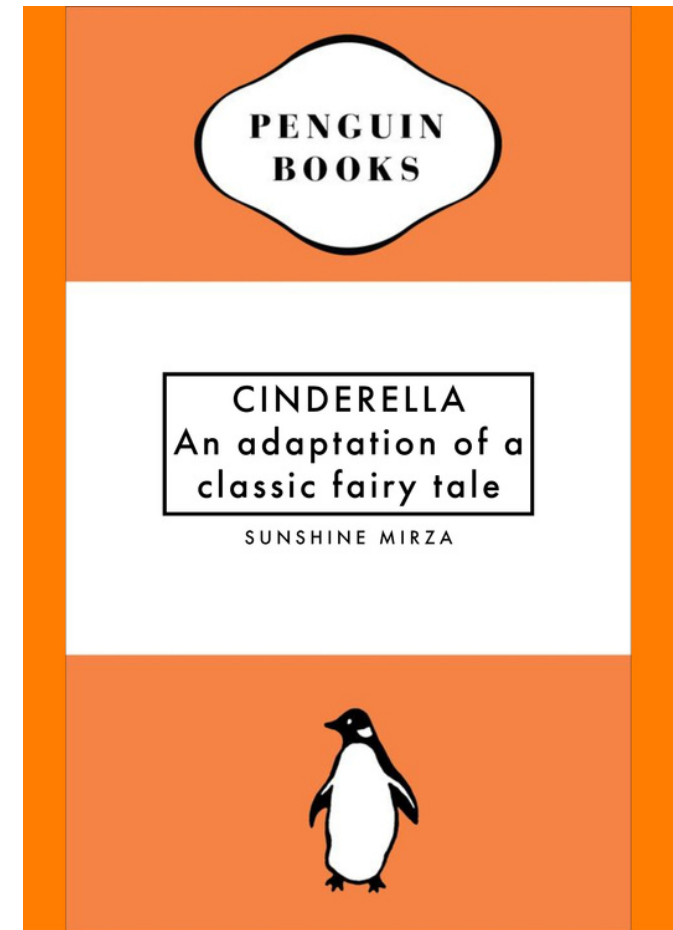
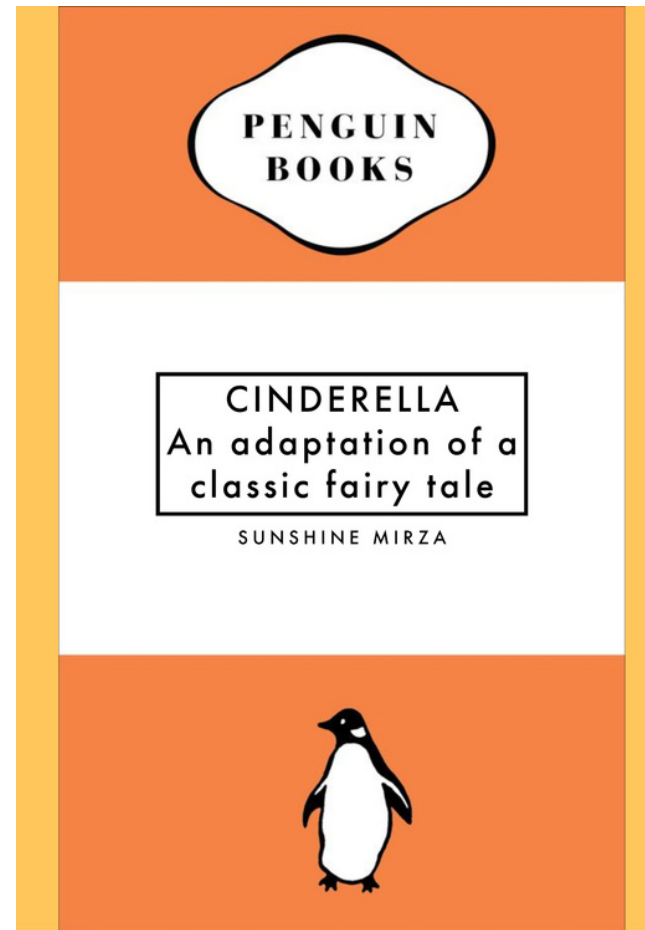
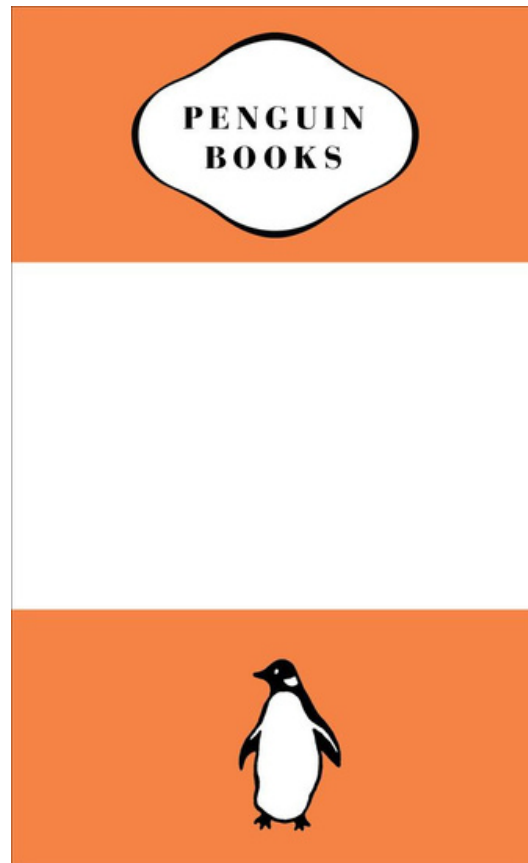
TRY AGAIN



PEN-GOO-IN



TRY AGAIN! The clint brief wants a zine, not a book cover!



PEN-GOO-IN

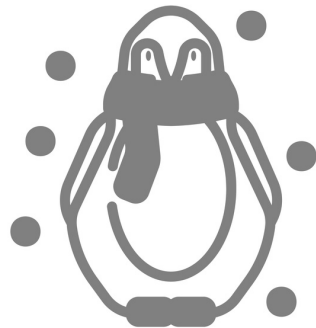


TRY AGAIN

PEN-ZINE

PEN-ZINE

PEN-GOO-IN



JAN-JULY
2023

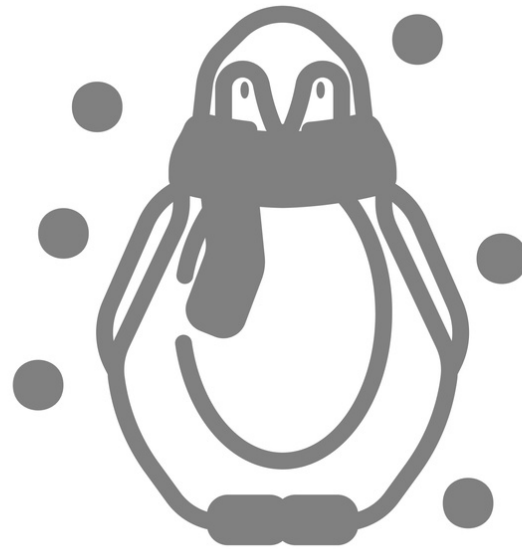


Jan-July
2023

PEN-GOO-IN



PEN-GOO-IN

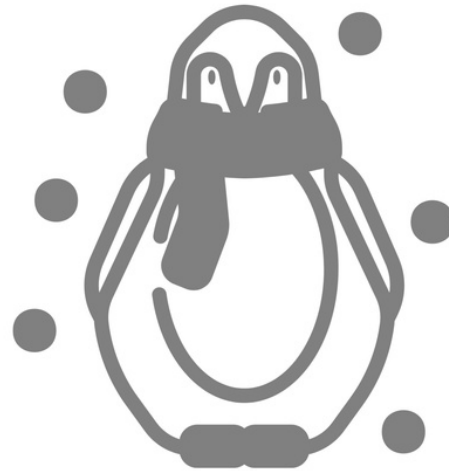


FONT:
MOONBLOSSOM
REGULAR

PEN-GOO-IN



PEN-ZINE



JAN-JULY
2023

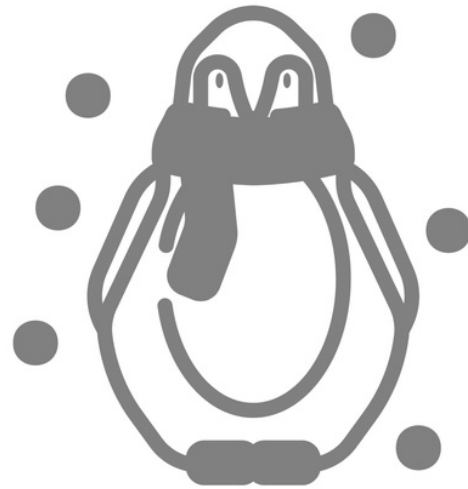
FONT:
MOONBLOSSOM
REGULAR

ISSUE NUMBER:
Light grey

PEN-Goo-IN



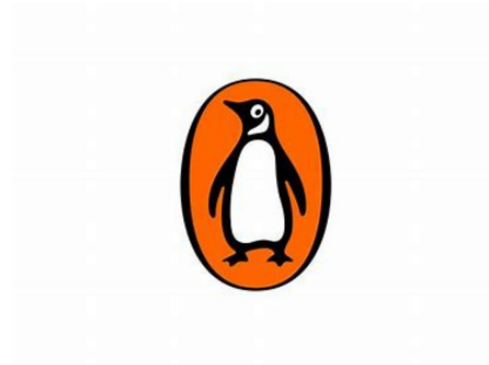
PEN-ZINE



Jan-July
2023

FINAL
ZINE FRONT
COVER

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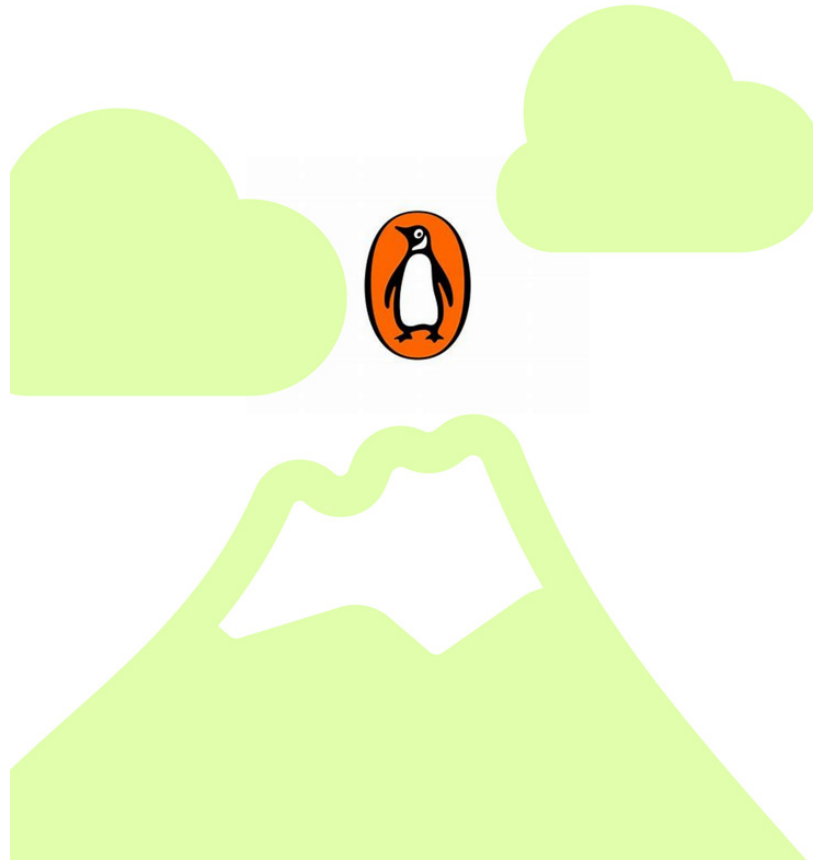
PEN-ZINE

INSIDE PAGE

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PEN-ZINE

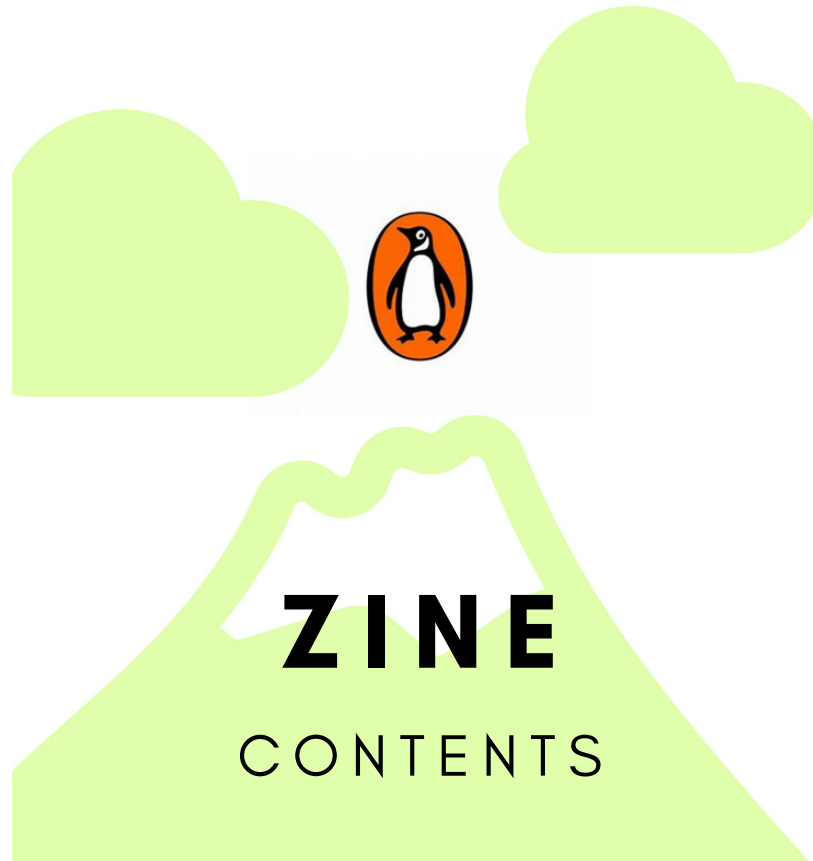


CONTENT PAGE

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PEN-ZINE



**CONTENT PAGE
HEADING**

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PEN-ZINE

ZINE

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Latest books	p1
Reviews	p4
Best romantic verse?	p6
Penguin best sellers	p9
Penguin classics	p14

**CONTENT PAGE
HEADING
AND WHAT'S
INSIDE?**

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PEN-ZINE



CONTENT PAGE

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PEN-ZINE



THEME//
ANTARTICA

PEN-GOO-IN



PEN-ZINE



**OTHER THEME
IDEAS?**

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PEN-ZINE

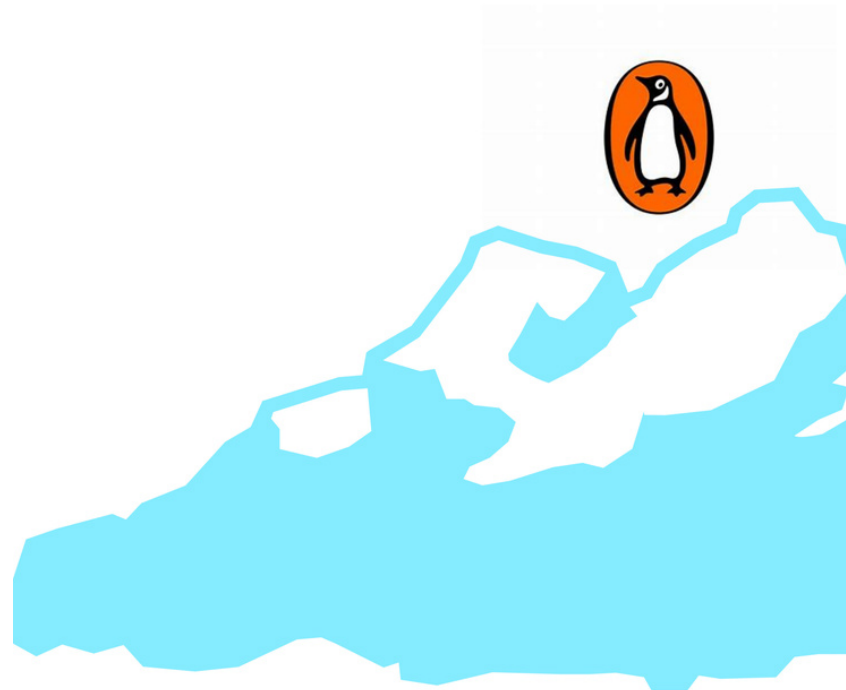


**OTHER THEME
IDEAS?**

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PEN-ZINE



OTHER THEME

IDEAS:

SNOW

WINTER

QUOTES

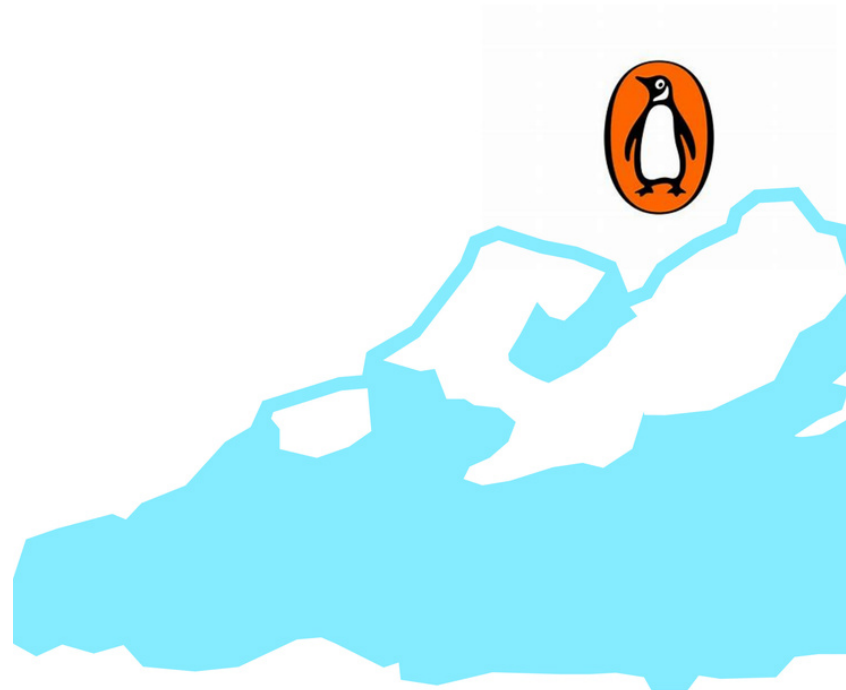
MEMOIRS

CINDERELLA

PEN-GOO-IN



PEN-ZINE

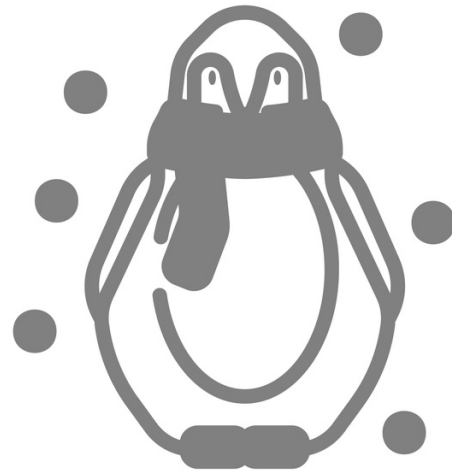


**OTHER THEME
IDEAS:
SNOW
WINTER
QUOTES
MEMOIRS
CINDERELLA**

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ZINE THEMES
POPULAR WITH
PENGUIN
READERS

PEN-GOO-IN



Zine themes popular with
Penguin consumers

Rare Penguin
Vintage Penguin
Book club
Unmissable Debut's

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INSIDE PAGES

- ☒ DEBUT TITLES
- ☐ PENGUIN CLASSICS
- ☐ PENGUIN BEST SELLERS

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MUST-READ PENGUIN BOOKS

Black Cake

Lalalaletmeexplain

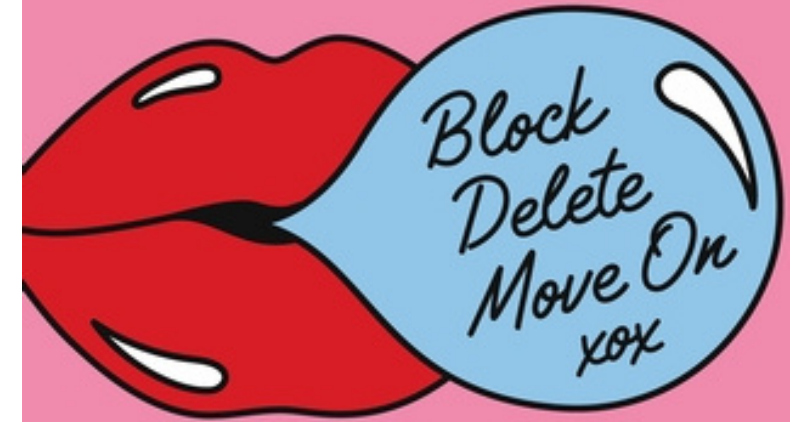
The tales of Peter Rabbit

Darling

Fourteen Days

A Christmas Carol

LalalaLetMeExplain



it's not you, it's them

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MUST-READ PENGUIN BOOKS 2022

Black Cake

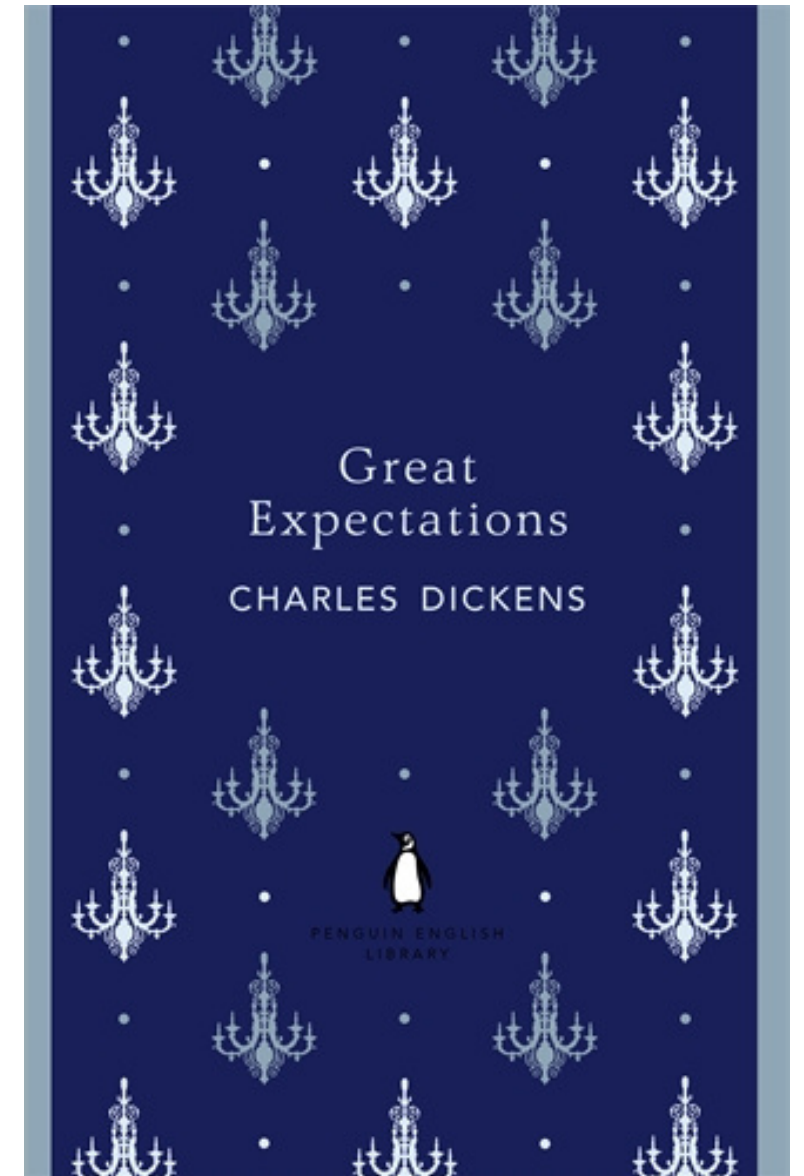
Lalalaletmeexplain

The tales of Peter Rabbit

Darling

Fourteen Days

A Christmas Carol



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GREAT IDEA FOR A ZINE THEME (PENGUIN)

BEST LAST LINES IN A BOOK

Another version of the above would be great reading, and something that attracts me. It would be a brilliant idea to explore this theme again, this time perhaps tying in with popular culture, and focusing on famous lines within Shakespeare's plays, such as a 'pair of star-crossed lovers', or 'to be or not to be'.

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BEST LINES IN SHAKESPEARE

Romeo and Juliet

The Tempest

Macbeth

Hamlet

Midsummer Nights Dream

PEN-GOO-IN



BEST LINES IN SHAKESPEARE ROMANTIC

Romeo and Juliet

The Tempest

Macbeth

Hamlet

Midsummer Nights Dream

PEN-GOO-IN



BEST LINES IN SHAKESPEARE (ROMANTIC)

Romeo and Juliet

The Tempest

Macbeth

Hamlet

Midsummer Nights Dream

'A PAIR OF STAR-
CROSSED LOVERS'

There are no limits to the imagination, when we hear or read the above, taken from Romeo and Juliet, by William Shakespeare. Perfect, to grab the attention and imagination of young people living in South London, part of the client brief - to help reading through Penguin books. Does the above line speak to them? It would be interesting to see how what would happen if they were asked to re-write this famous Shakespearian line using their own choice of fonts, spray paint, pencil, charcoal, paints, or other ways of expression? Life is hard in deprived areas, maybe it would be a good idea to think about tragedy, and how we may invite it into our own lives?

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BEST LINES IN SHAKESPEARE (ROMANTIC)

**'a pair of star-
crossed lovers'**

PEN-GOO-IN



BEST LINES IN SHAKESPEARE (ROMANTIC)

**'a pair of star-
crossed lovers'**

PEN-GOO-IN



BEST LINES IN SHAKESPEARE (ROMANTIC)

**'a pair of star-
crossed lovers'**

PEN-GOO-IN



BEST LINES IN SHAKESPEARE (ROMANTIC)

Romeo and Juliet

The Tempest

Macbeth

Hamlet

Midsummer Nights Dream

PEN-GOO-IN

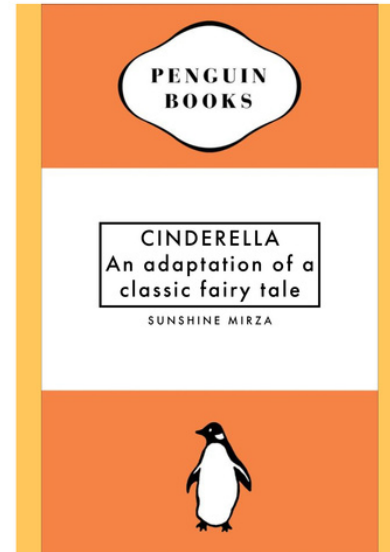


star
crossed

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ROMANTIC BOOKS



FEBRUARY EDITION
2023
Valentine's Day theme

PEN-GOO-IN



ZINE IDEAS

Valentine's Day Books

7 Must Reads : Romance

Valentine's Day features

Book Hit List : February

2023

Editor's Choice

Classics

What to read this year?

Debut Author's

Dream Lover? Can you
identify your fave lover in a
book?

Rare Penguin

Vintage Penguin

Unmissable Debut's

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PENGUIN

Valentine's Day

BOOK GIFT LIST

FEBRUARY 2023



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PENGUIN

Valentine's Day

BOOK GIFT LIST

PFEBRUARY 2023



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PENGUIN

Valentine's Day

BOOK GIFT LIST

PFEBRUARY 2023

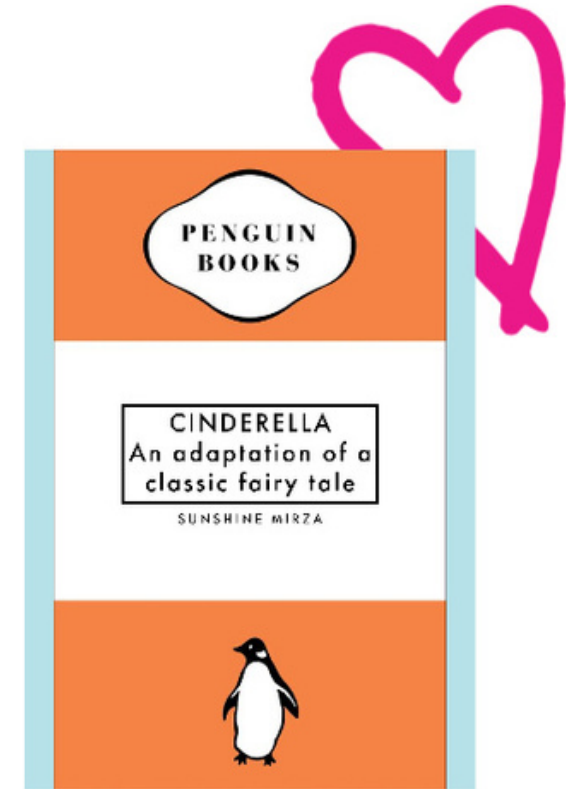


PEN-GOO-IN



7 ESSENTIAL BOOKS

Valentine's Day
FICTION FOR WOMEN
FEBRUARY 2023



PEN-GOO-IN



PENGUIN FEBRUARY EDITION

ROMANTIC
BOOKS



1

2

3

4

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PENGUIN FEBRUARY EDITION

Valentine's Day features

1

2

3

4

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PENGUIN

Valentine's Day

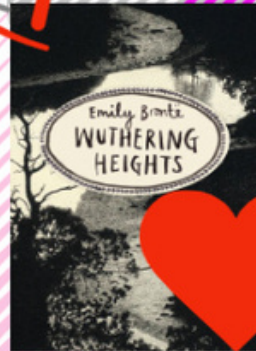


BOOK GIFT LIST

PEN-GOO-IN



PENGUIN Valentine's Day



BOOK GIFT LIST



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