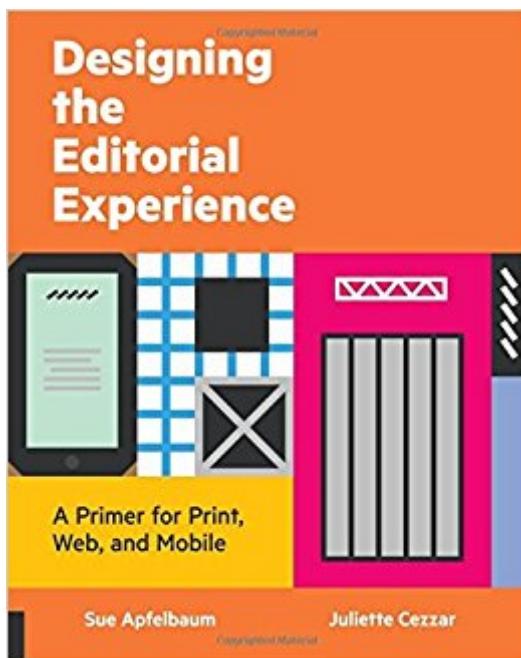


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# Designing The Editorial Experience: A Primer For Print, Web, And Mobile



## **Synopsis**

In a world of media that seems to be ever-changing, how do we define what a newspaper, magazine or journal physically is? Are we drinking our morning coffee on a Sunday as we sit down and read our newstablet? Look around any doctor's office waiting room and you will find two people reading the same magazine, one holding the paper version, another on their phone. With so many mediums, designers need to evaluate the best formats to convey an editorial vision. In *Designing the Editorial Experience*, authors Sue Apfelbaum and Juliette Cezzar will discuss what it means to design for multiple media. It features advice from professionals in both the design and editorial fronts --and digital strategists too-- about what is constant and what is changing in the field. Inside, you will find examples of the best editorial design being produced today. In addition, explore the audiences for content, what forms the content takes, and how workflows are managed. This book provides a primer on the elements of editorial design that result in rich, thoughtful, and rewarding editorial experiences.

## **Book Information**

Paperback: 224 pages

Publisher: Rockport Publishers (May 15, 2014)

Language: English

ISBN-10: 1592538959

ISBN-13: 978-1592538959

Product Dimensions: 8.2 x 0.8 x 10.2 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 starsÂ See all reviewsÂ (9 customer reviews)

Best Sellers Rank: #283,030 in Books (See Top 100 in Books) #70 inÂ Books > Arts & Photography > Graphic Design > Commercial > Book Design #144 inÂ Books > Arts & Photography > Graphic Design > Typography

## **Customer Reviews**

As someone who has worked in content strategy for nearly ten years, I can say that this book has changed the way I think about content for my corporate clients. It gives extraordinary insight into how editorial teams function in mediaâ "insights that should inform decisions we're making about how we expand and sustain internal content capabilities on the business side. The case studies are easy to follow, involving digital properties and professionals that will inspire, well, anyone! The book itself is a work of art. People at my consultancy Brain Traffic were literally stealing this book out of

each other's offices (so I bought four more copies). Anyone who plans for, creates, designs, or manages content needs to own this book.

I've been building websites for clients for more than 15 years. I've come to regard the publishing of magazines as an apt model for the work we do on the web: We start with a brand and visual language, we write content that fits a certain voice and tone, we design an overall styleguide and layout system that's used throughout the site, we launch it, and then we periodically add -- publish -- new content to the site. We overlook that last part too often. A website isn't done when it's launched. It's constantly in need of content updates -- just as magazines continue to publish new issues -- and those updates need to follow editorial guidelines. Those updates are also in need of art direction within the overall editorial & design guidelines. When we focus all our efforts on launching a built site, and overlook the ongoing publication of new content, the best we can do is post news items or blog posts in templated formats. Designing the Editorial Experience, with its focus on print, web and mobile, is a gratifying affirmation of that mindset; That websites aren't built once and then done, that they need ongoing editorial efforts and the ability to uniquely art direct new content in ways that are true to both the overarching voice, tone and styleguide, and each content item itself. In today's landscape, as we embrace more fluid designs and anticipate our content appearing in all different formats and contexts, this bit was especially relevant: "Strong editorial design has always acknowledged its content, its context, and its readers, and is responsive to the ways that audiences engage with it." I recommend this book to anyone working in publishing content, especially those trying to keep up with the fast-evolving web.

The intelligent, beautiful, practical and concise book about editorial design we've all been waiting for. Includes interviews and analysis of game-changing/trend-setting publications, such as Gather Journal, Wax, Apartamento, as well as biggies like the New York Times, Bloomberg Businessweek and Buzzfeed. Essential reading for any editorial content strategist, designer or creative director publishing today. Can't recommend it enough.

This book isn't just ABOUT great editorial design, it's the perfect example OF great editorial design. I'm a freelance copywriter who works in print, digital, on apps, sites, social, outdoor, for magazines, for tablets, everything. I've been doing this for 15 years, so I have a great deal of experience with most of what the authors put forth, but I have never seen so much articulated so well. I keep this book next to my laptop and I refer to it at least 3 times a week. The amount of

information contained within is unbelievable, but never overwhelming. The interviews and case studies are absolutely worth an in-depth, lengthy read, but the best thing about this book is that it's an awesome quick-reference guide. You can grab it, easily locate the section you need, and then apply that principle to your work, super-fast.

This is an incredibly well thought out and well produced book. Couldn't recommend it enough.

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