

Elaina Powless Rational

I chose the name Ambrosia for my magazine because I wanted to create a magazine that had a cultural and travel aspect about it, and the name Ambrosia seemed to suit that role. My target audience would definitely be an older age group, from 30-60.

I intended my magazine to have a National Geographic feel, but with more of a focus on the diverse point of views and learning about the culture of different areas. It is a mix of a travel and culture interest magazine.

To go with this mission, I wanted the aesthetic of the magazine to be clean and to have powerful images. I tried to keep it sleek without making it cold and distant, since I wanted my article to come off relatable and human.

Since my topic was on Holi, the festival of colors, I tried to use color thoughtfully in this assignment. When choosing my photos I wanted something that would have an impact, but also I tried to make them all have an element of red or yellow in the photos.

I used a variety of fonts for this project:

Minon Pro-easy to read for body type

Delphin Lt Std- cover header, looks clean in a busy background

Bangla Mn- added flavor needed for the article

XXX Arabian-Onenightstand-online, Jump page header, makes a strong statement