

**Katie Weisenburger**

**GRA 217**

**Tablet**

**Design Strategy:**

For my tablet design I decided to design a story on the 2013 Boston Marathon. I wanted something current and relevant, so I ended up changing around my ideas for the design around the time when the event happened. I am a runner, so I wanted to do something about running. When I also started thinking and researching about what I wanted my topic to be I really liked the design Professor Harper showed us in class with all the info graphics about the money. After that I knew I wanted to focus on doing a news story. For my article, I couldn't necessarily be fun or too crazy due to the fact that I had to be respectful for the people who suffered from the incident. The magazine's audience is definitely meant for the demographic of older adults, maybe late 20s to late 50s. The article originated from USA TODAY newspaper so a typical reader who would come across this article would be an early 30-early 40 adult male grabbing the paper when he or she is on his walking on his way to work at some big financial or business firm in Chicago, New York City, or Boston. For my visual story I wanted to be creative but respectful. My favorite part of my design is probably the race flags that are also my interactive feature for my story. After the cover, I knew that I needed a big statement to set the tone of the article. Professor Harper showed me some of the past designs that have been done when it comes to disaster stories like this. The one design that was done for 9/11 with the two smudged hand prints and the person dropping was very inspiring and representative of the event. I had to pick something that was representative of Boston, a symbol. I went with the race flag and the race logo. I put it against a black background and took out pieces of the flag, representative of the explosion. For my magazine name I started thinking of synonyms that matched up with the article. I ended up choosing Expose since it is also synonyms for crime, public notice, to uncover, journalism, and communication arts, etc. I thought it was a catchy name, and one that I've never heard of before so I went with that.

## **Typefaces:**

For my typefaces I needed a bold, and serious typeface that went with the mood of my magazine, Expose. So I used Futura, because it was bold and strong. Quotes were done in this as well. For my smaller text, and my main text I used something easy to read that was already in the Helvetica family, Geosans Light. For a lot of my headlines I incorporated a cautionary font that went with the theme of caution or racing, PortagoITC TT. A lot of the times I used that font it was either in black or yellow to stand out. Captions for images were done in Minion Pro, and they were italicized. I obviously wanted to minimize the amount of fonts I used, and not go back and forth with the typefaces. I really stuck with the Sans-serif families. They were simple, easy to read too.

## **Visuals:**

For my visuals, I wanted to use strong and emotionally evoking photos. I wanted my cover photo to set the mood for the article and I think it did. It's a good photograph that is emotional and heart breaking. The source is from the magazine e!Expresso in which they also did an article on the Boston Marathon. My next image was one that I created through Adobe Illustrator. I had to trace the race logo and then cut out the torn pieces of the race flag. The image on my inside page was a map which was from Google. I had to bring that into Photoshop and make it black and white, and then I used Adobe Illustrator to add the arrows and sparks. Also the arrows at the bottom of the screen I made myself, which are used as buttons to the next page. The second page I designed the race flags at the bottom and the top was a photo of a Memorial for the Marathon, which was taken by 90.9wbur, Boston's NPR News Station. The bottom photo for the third page was one that I took from The Boston Herald. I had to bring that photo into Photoshop and cut around the heads of the runners. The photo on the fourth page was a photo from Wikimedia and that was just a race photo. The race tape I had to design in Adobe Illustrator as well. And finally the last page was again a photo taken from The Boston Herald, which I thought would leave readers with a lasting image in their minds. I think that it's also a very known image from the 2013 Boston Marathon.

Cover Photo-

<http://expresocampeche.com/notas/internacional/2013/04/16/suman-3-muertos-por-explosiones-en-maraton/attachment/boston-marathon-explosions-7/>

Page 1 Map-

<http://livewire.talkingpointsmemo.com/entry/photo-map-of-boston-bombing-crime-scene-perimeter>

Page 2 Photo-

<http://cognoscenti.wbur.org/2013/04/25/marathon-memorials-jill-medvedow>

Page 3 Photo-

[http://bostonherald.com/photos/2013\\_boston\\_marathon](http://bostonherald.com/photos/2013_boston_marathon)

Page 4 Photo- [http://commons.wikimedia.org/wiki/](http://commons.wikimedia.org/wiki/File:Boston_Marathon_bombing,_first_bomb_site_54_minute_before_explosion.jpg)

[File:Boston Marathon bombing, first bomb site 54 minute before explosion.jpg](http://commons.wikimedia.org/wiki/File:Boston_Marathon_bombing,_first_bomb_site_54_minute_before_explosion.jpg)

Page 5 Photo- [http://bostonherald.com/news\\_opinion/local\\_coverage/2013/04/](http://bostonherald.com/news_opinion/local_coverage/2013/04/pressure_cooker_bombs_suspected_in_boston_blast)

[pressure cooker bombs suspected in boston blast](http://bostonherald.com/news_opinion/local_coverage/2013/04/pressure_cooker_bombs_suspected_in_boston_blast)

### **Alternate Story:**

For my alternative story I decided to do a slide show on the second page. I wanted to do something different than just a plain slideshow of pictures. So I thought about doing race flags depicting a timeline of events, which was also from the article. I designed the flags in Illustrator and then I thought it would be cool for the reader to interact with the story by clicking and dragging to see the events. I also did scrolling text on the last page. All the buttons at the bottom right hand corners are interactive as well. By clicking on the front of the cover that says “See Timeline of Events” the reader is allowed to jump to the timeline. I tried to include fun ways to interact with the story while still remaining respectful.

