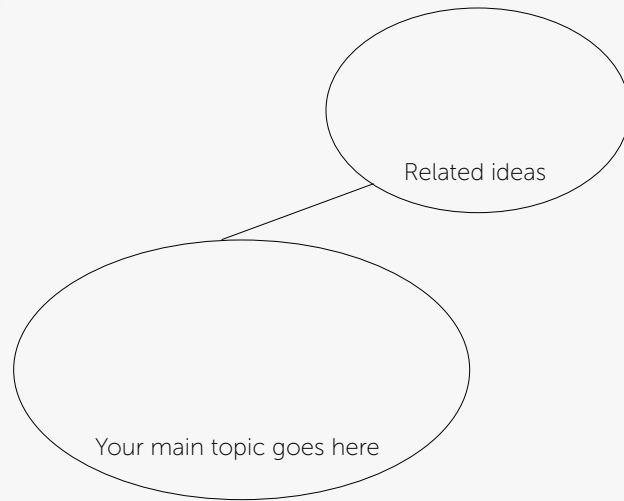


SKETCHES AND BRAINSTORMING:

Add as many additional bubbles to the chart as you need. Write down all the ideas that come to mind — hold nothing back! Feel free to sketch and doodle around your brainstorming notes as well.



Freebies & add-ons


If you want to spice your zine up and make it a bit more unique, you can include trinkets, souvenirs, or gifts with your issue. This will give the readers even more to look forward to! For example, if you are pushing for a social movement and you create some sort of symbol or logo, put it on pins and buttons and stickers, or make patches, and include them in the zine for the reader to take out and actually use! You could also make toys, CDs, accessories, include tickets, or even a QR code for people with a Smartphone to get more information about your zine or topic from the web.

DESIGN

One of the most important things to think about when creating and putting together your zine is its design. Not just for aesthetic purposes, but in terms of functionality as well. It is important to keep in mind how you want your zine to be distributed. For example: Do you want it to be photocopied by others and freely distributed? Then your zine will need to work well on cheaper formats, such as letter-sized paper printed in black and white. You can also try using multi-coloured or textured paper and see if that works well for your purpose. Another thing to keep in mind is accessibility: Is the text readable? Are your pages too

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busy? Are photos still easy to see after being photocopied multiple times? Becoming familiar with some of the basic elements and principles of design, as well as a bit of typography, might help you with this.

ELEMENTS OF DESIGN

Line

A mark connecting two points. Lines can be straight, curved, squiggly, zig-zaggy... pretty much any way you want them to be! They can be used to put importance on a word or phrase (e.g. underlining or circling), to connect content to each other (e.g. arrows or paths), to create patterns (e.g. criss-crosses or waves), and more.

Colour

Can help organize information, give emphasis, create hierarchy, and provide visual interest. Warm colours are active colours, so they attract attention and create



a sense of urgency (orange and red), while cool colours are passive and don't call for as much attention (blue and purple).

You can also do some really great things working with black and white (which would be convenient if you are trying to keep your printing costs down). Remember that you can print a range of greys as well, so use that to your advantage. For example, you can use black for sections you want to stand out (like "bolding" a title) and grey for something you want the reader's eye to get to later.

Texture

Tactile texture is the physical feel of your zine (rough, soft, etc.) and visual texture is the illusion of that feel (the background of the page is of a tree trunk, but the paper doesn't actually feel like a tree trunk). Using texture can add depth and visual interest.

Space

The area around or between elements. It can be used to separate or group information, give the eye a rest, define importance, or lead the eye through a page.

Shape

An enclosed area created using line, texture, colour, or the spaces between other shapes. There

are three basic types of shapes: geometric (triangles, squares, circles, etc.), organic/natural (leaves, animals, trees, people), and abstract (icons, stylizations, graphic representations, etc.)

Value

How light or dark an area looks. A gradient can be used to visualize value because it shows dark to white, with all the shades in between. These all have value. This would be important to keep in mind when choosing the photographs you want to include in your zine. If the images have a value that is too dark, the detail of the image might be lost once photocopied a couple of times.



PRINCIPLES OF DESIGN

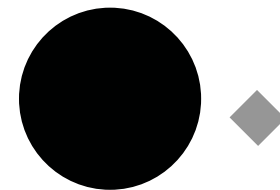
Balance

Refers to how objects are distributed and weighted on a page. There are two kinds of balance that you can create: symmetrical and asymmetrical. Symmetrical balance means that, if you were to fold a page in half, there would be an equal amount of visual weight on each side. Asymmetrical balance means that there will be an uneven visual weight on the page.

Balance is important because it can affect the tone of your composition. A symmetrical piece can give off a resolved and peaceful feel, while an asymmetrical one can add tension or provide a sense of energy. You are not limited to choosing just one type of balance throughout your zine, or even within a single composition, so don't be afraid to mix, match, and experiment!

Contrast

This is used to distinguish unique elements from one another. For example, if you have two dark images beside each other, they will both be fighting for attention and become washed out. However, if you have one lighter image beside a darker one, they will each stand better on their own that way and get noticed faster and easier. The example below shows a contrast of size, shape, and value.



Dominance/Emphasis

This is created by contrasting size, positioning, colour, style, or shape to give a certain part of your page or spread more importance than its surroundings.