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VISUAL IDEA OF A COVER FOR COSMOPOLITAN FINLAND

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Abstract

The goal of the thesis is to create an idea for a cover design layout for Cosmopolitan Finland. The thesis provides insight of how a cover layout is made and what aspects the design process includes, such as typographical and layout issues.

The thesis focuses on the design process of the layout. The graphical elements of the cover are the main thing to evaluate, create and research. The framework consists of graphic design, which is the main element of this thesis, but also branding. The overall goal is to learn about graphic design in such an interesting context, and how to learn about cover layout design. Research will lead to developing the final cover design.

Cosmopolitan Finland will be an inspiration of the creation of the thesis. The thesis is not commissioned. The particular topic has been chosen through the interest of the Cosmopolitan brand. An internship in Cosmopolitan Finland provided basic knowledge for the topic. The thesis consists of a design process of cover layout which means design drafts during the process and a final cover layout design.

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APPENDIX 1 – RESEARCH QUESTIONS

1 INTRODUCTION

The aim of thesis is to create a visual idea of a cover layout design for Cosmopolitan Finland. To conduct a research of the topic is other major purpose. Topic is relevant, since Cosmopolitan Finland renewed its visual identity in February 2016.

The reason this topic is chosen, is in the interest of learning about graphic design in such an interesting context, i.e. creating a cover design layout. The Cosmopolitan brand and how it affects to the final design of what will be created teach a lot about the topic.

The thesis was designed to research graphic design methods, which are layout, typography and colors. Those methods are also important in cover layout design. Graphic design is highly interesting, and the framework will support the idea of learning new about design and its related fields.

The thesis provides a vision of insight of a cover layout design and the evaluation of the design process phases. The research has been made in order to support the design process and to develop the final design. The design has been made by using Adobe Creative Cloud programme such as Adobe InDesign. The design process is explained completely. The cover design layout will be ready at the end of thesis process. In this thesis, the writing and design parts are equally important.

Cosmopolitan Magazine and the brand has always been fascinating. When doing an internship at Cosmopolitan Finland, cover layout design was a challenging and interesting topic. The point of the thesis is to use Cosmopolitan Finland as an inspiration for the design and to develop skills in the graphic design field.

This thesis includes a cover design layout idea for Cosmopolitan Finland. The thesis has not been made as a commission. The work considers cover design layout elements and how to use Cosmopolitan's successful brand as a key to develop my personal design and learn from it.

The goal of the design is to make a layout, conduct a brief research of the topic, and learn about the cover design layout making process. The cover design style was clear from the beginning: to create a modern, chic cover with a feminine appearance. The thesis also evaluates phases of the design process when creating a cover design layout. This highlights the importance of graphic design in magazine covers and is the reason why particular topic has been chosen. A visual image is important for the reader and one of the aspects why people buy the magazine. The main question is, how to create a cover which is modern, chic and feminine and how to make choices as a designer towards it? It is also challenging to design an idea for such a strong brand.

As a conclusion, the final thesis includes a cover for Cosmopolitan which is designed by the vision.

2 FRAMEWORK

Thesis evaluates cover design process. This means layout and typography, for example. As mentioned before, the framework has been chosen based on current interests, and how to deepen knowledge in graphic design. Graphic design is a relevant skill after graduation.

To start with, graphic design is the main factor also when designing a cover. When choosing a second aspect of the framework, it is important to choose a topic which supports graphic design. Taking into account Cosmopolitan's strong brand identity, branding will be one of the aspects.

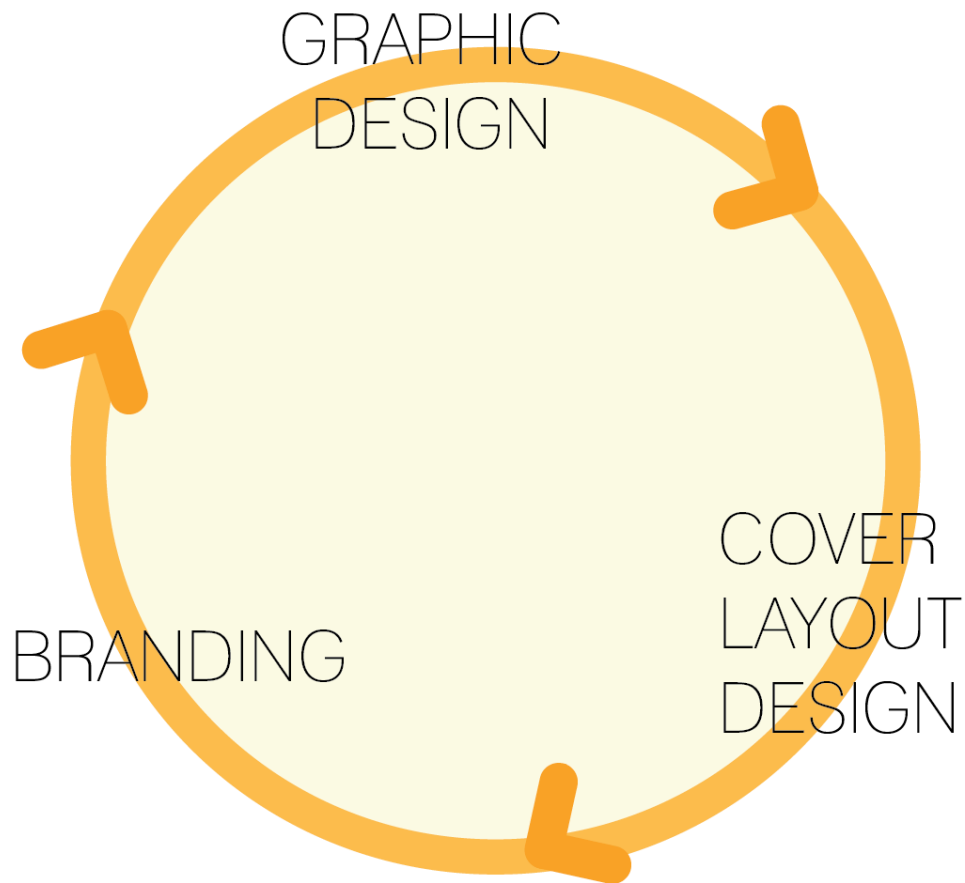


Figure 1. Thesis framework

Cosmopolitan's brand will be briefly discussed, but the main thing is to evaluate how Cosmopolitan brand affects the cover layout design that will be created. The goal is to create something new and to be inspired by Cosmopolitan's current covers. All of the design elements will be choices made during the design process, except the logos and the cover model picture.

The branding aspect is also chosen to learn about Cosmopolitan. When creating the design, the main objective is to learn about Cosmopolitan and how to use the brand as a learning objective when designing the cover layout. The brand was also useful when considering how to save the essence of Cosmopolitan's design. Below there is a photo of a Cosmopolitan Finland cover.



Picture 1. Cosmopolitan Finland cover November 2015

The third aspect is a cover layout design. This is to make the thesis process more consistent and so all of the aspects to support each other. This is also to create the best possible cover layout idea for the cover design. The cover layout design focuses on the design process of the thesis.

The cover design will be ready at the end of thesis process, providing an opportunity to learn and develop the cover design throughout the process. In the beginning, the cover design layout will consist of a research of current Cosmopolitan covers and to showcase my inspiration for the thesis (Picture 1).

More about research later in the thesis.



Picture 2. Cosmopolitan Finland Cover, September 2015.

Cosmopolitan Finland covers will also be in this thesis to showcase what Cosmopolitan magazine looks like (Pictures 1, 2). The design process means from the beginning ideation to the final design. All of the research methods from notes to drafts and interviews will be taken into account in the design process.

As mentioned in the introduction, graphic design methods such as typography, layout and colors are playing an important part in this thesis. These three factors are the most important part in cover design. When making the cover design, the writer has noticed that layout plays a high role in cover design.

With these graphic design elements, it is possible to create a strong cover idea with a powerful message. A powerful message also promotes Cosmopolitan's clear brand. The final cover layout will be own design ideations, and the point is

not to recreate Cosmopolitan, but to use it as an inspiration. The thesis includes cover headlines ideations, which are an important part of a cover. Headlines will be created and evaluated by their graphical elements, such as colors and layout. The overall work will be about graphical elements.

3 COSMOPOLITAN

Cosmopolitan is the world's biggest women's magazine brand. Cosmopolitan reaches fun, fearless females around the world with over 61 print magazines. (Hearts Communications 2016.)

As the most successful women magazine for millennial (aged 18 to 34) Cosmopolitan provides the possibility to be part of a courageous conversation all over the world (Bauer Media PTY 2016).

Being a fun fearless female is the message that Cosmopolitan sends with every magazine. Fun fearless females are inspired to follow their dreams and choices for them. (Magazine Publishers of Australia 2016.) Cosmopolitan is an inspirational women's magazine. The goal of every magazine is to provide a way of following dreams. It sends a message of living the life that women want. The message that the cover layout design will send has to be inspirational. Fun fearless female is a message of Cosmopolitan magazine, which should also be the message in the cover design, because it is a big part of Cosmopolitan's brand identity.

Cosmopolitan magazine is a good example of a successful brand. It is iconic and one of the most recognized brands in the world. Cosmopolitan magazine includes tips for every area of a millenials lives: relationships, health, career, lifestyle without forgetting fashion and beauty content. (Storr 2016.)



Picture 3. Cosmopolitan Finland cover, January 2016.



Picture 4. Cosmopolitan Finland Cover, October 2015.

3.1 Internship

The internship in Autumn 2015 provided a starting point for the thesis process. After several discussions with the Art Director of Cosmopolitan Finland, Taina Korhonen, she suggested to design a cover layout instead of a magazine layout. The internship was also a possibility to learn about the magazine world and Cosmopolitan.

In this thesis the focus will be on the covers of Cosmopolitan Finland. Cover design layout and the evaluation of visualizations is the focal issue. Visualization means the elements on the cover and how to change them by the means of graphic design. The main concepts of graphic design will be further explained.

The aim of the internship was to learn about the Cosmopolitan brand overall, but to also gain knowledge about the renewal of Cosmopolitan. The goal of Cosmopolitan Finland is to aim the target group of readers at age 25. The target group is 18 – 34 years in its entirety and is also known as millenials. The changes in Cosmopolitan magazine also consist of the content of the magazine, not only the visuals. In this thesis it consists of only the creation of the cover design layout.

3.2 Cosmopolitan Brand

Cosmopolitan has an interesting and world-wide brand which creates a challenging part when creating a cover. How could someone create a cover which is recognizable as the Cosmopolitan brand? But also follow the clear design style which is aimed to create. As a designer and a reader of the magazine it is also interesting to concentrate on the topic.

When designing a visual cover, it is important to create something that catches readers' attention. With graphic design methods, the goal is to create differentiation with not only typography, but also with colors.

3.3 Cover design layout

Cover design layout means the first page of every magazine. When designing a cover, there are certain important aspects to consider. The magazine cover has to be something that sells. When planning a cover design, it is important to think about what kind of visualisations and titles attract readers. The challenge is also to create something that is visually coherent with previous magazines. (Nikola 2014.)

In the cover design layout for Cosmopolitan Finland, the key idea has been from the starting point to consider certain aspects. How to design a cover which is distinctive on a newsstand? How it can be changed by means of graphic design and elements?

This cover idea would be coming out on June, and the season will be taking into consideration in the design process, for example in colors and what they represent.

4 GRAPHIC DESIGN

The idea of designing a cover layout design came at the end of the internship. Designing a cover instead of a magazine layout seems more challenging in this particular context. The cover is the most important page of the magazine, and it is the first thing reader sees in the newsstand. The cover also invites the reader to buy the magazine.

When researching graphic design, this thesis takes into consideration of colors, typography and layout. It is interesting to see how the cover can be changed by means of graphic design. To make a differentiation with the cover, it can be applied with different typography, for example. The layout can be used to make the outcome spacious. (Arfa Technologies.com 2015.)

Graphic Design is the form of communication which produces ideas in a visual context (Cezzar 2016). Graphic communications can be seen everywhere, in magazines, logos, digital publications and packages for example. With a strong graphic design, the whole message of the product can be seen differently.

4.1 Layout

Layout is one of the main things in design. In the design process there are different elements, such as typography, which need to use a layout in order to make the message more interesting. (Jokinen 2012.) To make the message more interesting, the designer needs the skills of problem-solving. Graphic elements can also involve photos and colors, and all of the elements should be visually coherent in final design. A good design is a carefully thought out process which takes time to create, and also considers the use of empty and white spaces in the layout. (Pesonen 2007.)

The question is, how to make an effective layout with the right message? To send the right message, taking account also typographical issues are important. In this context, the main thing is to make readers to find what they are looking for in a cover quickly. With the layout the graphic elements can be changed in their size and placement to send a stronger message. (Arfa Technologies.com 2015.)

4.2 Typography

Typography is a part of written language which can be changed by means of design in order to give the right message to the reader. This means that the text can be changed in color and layout to change the outcome. (Toivanen 2015.)

Typography is one of the most essential parts of graphic design. In this thesis, the magazine cover creation process, typography has been used in the way of making the design style goals happen. Catching reader's attention in the magazine stands is important aspect. Typographical issues are an important part in this point. Font choices can affect to the reader's attention, and in this cover layout there has been tested multiple fonts to make this work. Without forgetting the design goal, which is to make a modern and chic cover.

5 RESEARCH

The aim of research is to make a better cover layout design at the end of thesis process. The research is divided into three parts. The research is made using qualitative methods. This includes interviews of the stakeholders. Stakeholders are a target group including people who will be interviewed to develop the design. Stakeholders are asked about their vision of Cosmopolitan and the covers and how they see Cosmopolitan.

To make fair research, the interviewees is chosen by people who read the magazine and people who are not so familiar with the brand. This is to get vast opinions to develop the cover. The questions has been asked in general about Cosmopolitan Finland. In the second phase we find questions related to the design drafts, and in the third phase the opinions on the design.

5.1 Research phases

The goal of research is to make a better cover layout design. In the beginning the research consists of interviews regarding how people see the Cosmopolitan Finland cover. These questions help to develop the cover layout design. The research will be based on the visuals of the covers, and the results will be used to improve final design that is made.

The research also consists of a part in the beginning where newsstands of the stores are taking into account. This is in order to gain a perspective of magazine designs and the graphic elements, before any drafts of cover design layout are done. Which colors are commonly used? How can the magazine stand out? What kinds of headlines are more attractive than others?

As a main result, the conclusion is that Cosmopolitan has good quality covers and is highly considered. The stakeholder group in the interviews consists of people who currently read Cosmopolitan, people who are not readers and a middle point. As a conclusion, all of the stakeholders still remembered Cosmopolitan. The stakeholders referred to Cosmopolitan as a colorful and high-quality magazine.

As one observation from the newsstands, one of the key factors in every magazine in a stands is: the price always is in bright yellow, usually on a round shaped price stamp. Another observation is that usually there are multiple magazines – sometimes the magazine is not in the front of the stands. Meaning that the magazine is behind other magazines, which causes that only the headline is seeing from the cover.

This is one of the design aspects to pay attention. The logo visualisation, in this case "Cosmopolitan" means of choosing the right and distinct color for the headline. This means it will also stand out if it is not on the front of a magazine stand.

The first phase also consists of research of Cosmopolitan covers in general. This is in order to find inspiration and ideate headlines and colors. The beginning research was also a standpoint for the things that has been learned during internship and how to benefit the knowledge in the design process.

How should someone create a design that is the same style as Cosmopolitan, but yet something new? This thesis consists Cosmopolitan Finland covers that have been used as inspiration. Then the research and design process continue to the second phase.

In the second phase of research, there will be a design draft of the cover. At this point, the cover design will be discussed and asked opinions about. In the design part, there will be two designs before the final outcome. The interview also includes questions on the development of design. There were questions such as: How they see the design? What design is the best? The whole questionnaire is in appendix 1.

The second phase of the cover layout design consists of a base color for the cover and typography testing. It has been mentioned that the cover would come out in June. In this case, both of the designs send a feeling that is suitable for the summer season. Interviewees got the message without saying it, which means that is a good design with a strong message.

Phase three of research is about evaluating the results of the interviewees and using those results in order to develop the design. This is also about the last opinions of the final cover. The research has also been made in order to take account of the readers and how they see the magazine. The interviewee methods worked out well in this case. With showing the design draft of the cover, it is easier to continue the work.

As a conclusion, the goal is to make a cover which stands out as a recognisable Cosmopolitan cover, one that gives the perspective of the designer's own opinion of the design. Cosmopolitan can use my final idea of the design and research results to use to develop the magazine, if needed.

6 DESIGN PROCESS

At the beginning point, there was a certain idea for the style of the design. As mentioned before, Cosmopolitan is the biggest women's magazine in the world. The design aspects were to consider that point of view. This means to consider Cosmopolitan's brand, and its current covers as a development tool for the cover idea. This is also important when creating a strong message with the design. The idea for designing is to create a modern, chic, even more feminine cover. These are suitable for Cosmopolitan's brand, but also give an opportunity to bring something new to the cover layout design.

As mentioned before, it is important to have distinctive choices in the design. To choose design elements, for example typographical issues to make the magazine more stand out in the newsstands. The design process will be also be explained in three stages. The visual part is the most important part of thesis. The design process will be explained extensively as will how it arrived at that point. Even though Cosmopolitan Finland is not the commissioner, we agreed during the internship, that the materials for the cover would come from Cosmopolitan. This includes the cover model photo and the official logos for Cosmopolitan and Sanoma Media Finland. The logos will be edited to the color which is convenient to the final design. Those materials are the only thing that came from Cosmopolitan Finland. The point is to find out graphic elements to support my design vision and create something completely new and to tryout my skills as a cover layout designer.

6.1 Design insight

The insight as a designer is to create a clear, aesthetic and fresh design, not to mention that the design should be practical and multi-usable. How to combine my design style with the vision mentioned before?

Cosmopolitan's design now sends a clear message throughout every cover and article. Fun Fearless Female is the catchphrase and the motto of the magazine. How to make a modern, chic, feminine cover? Overall method is to create a harmonious outcome with contrasting fonts and colors, preserving a fresh and modern look for a magazine. The other purpose is to create something new without losing the essence of Cosmopolitan. The goal is to combine Cosmopolitan's unique style and bring something new with my insight.

The final result includes drafts of cover designs to showcase the design process and the final design with headlines and other visualizations that have been designed.

6.2 Ideation of design

The design process started by testing colors and fonts. In the beginning, the research consists of a part, which was going through Cosmopolitan Finland covers to find inspiration and to pay attention to the graphic elements and current design styles.

How many colors is in the color palette of a certain cover? Which font families are used? As a conclusion, Cosmopolitan uses font families such as sans and sans-serif fonts. Example of sans-serif font: Arial or Helvetica font. Example of serif font: Garamond. There are also three to four colors to the cover and black and white to make a contrast.

Another aspect of cover design is to make the magazine more attractive to the reader by the means of design and consider all the aspects of cover which in-

creases the sales. Cosmopolitan is known to be colorful and playful, so that was another inspiring aspect when creating the cover.



Picture 5. Cosmopolitan Finland Cover 4, April 2016.

Picture 5. Example of Cosmopolitan's renewed look. To search a playful font, a script font was the first idea.



Picture 6. Example of script font.

A script is a style of typography which promotes the style of handwriting. Usually, this kind of font is considered elegant and casual, which would also be suitable with my design style. (Canva Design School 2016.)

The handwriting styled font also fits the modern and chic design style that is the aim of the design. The challenge is to find something that is also easy to read but to catch readers' attention and yet be attractive.

To work with color gradients and script fonts in the beginning, the goal was to find another font to use in the cover. The purpose is to make a shape contrast with two fonts to add interest in the design and balance. Below is an example of shape contrast.



Picture 7. Example of shape contrasting fonts.

With script font as another pair of the font family, another goal was to find a sans-serif font, which is a typeface that does not include letters which have little "feet" at the bottom of the letter. (Canva Design School 2016.)

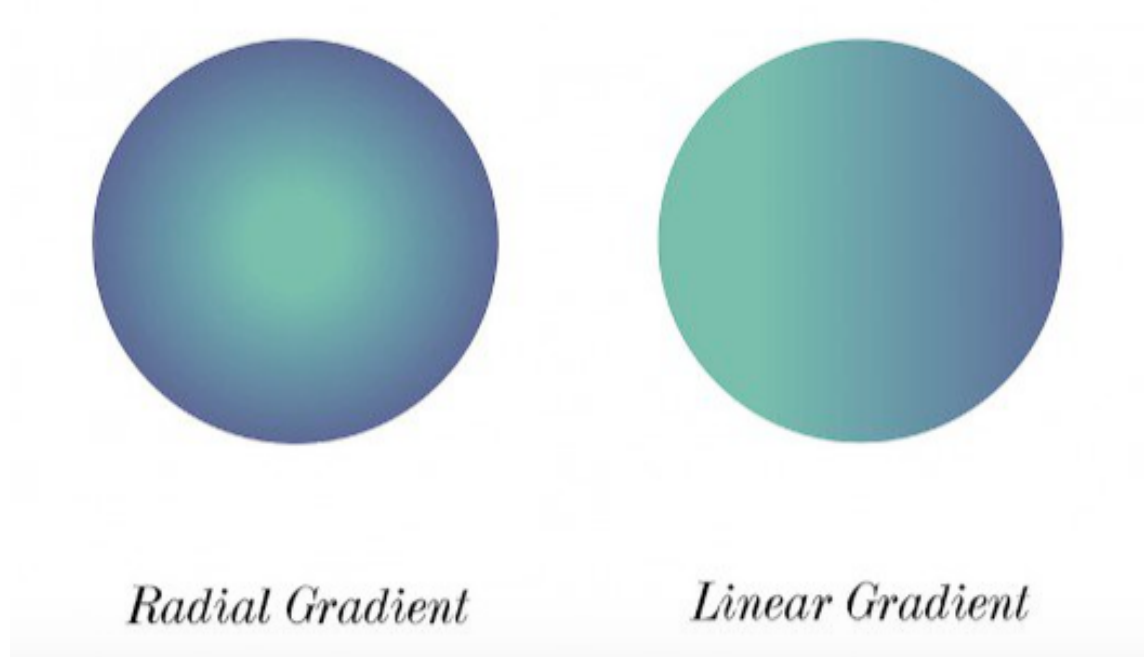
When continuing the design process, another issue to think about is how important visualisations are in a cover. Being visually attractive to a reader is one of the most important things in a magazine cover. To consider other aspects, a cover is a way of promoting the brand, which in this case is Cosmopolitan. Cosmopolitan appears every month, and taking account the brand it has to be consistent with every other number, but yet promote something new. This is a challenge. (Nikola 2014.)

6. 3 Second phase of design process

So this was another starting point for my design. Cosmopolitan is known for courage of use of colors. Promoting the feminine side is another aspect. It is challenging to consider, what the design process needs in order to represent the target group of 18-34 years.

It started with choosing the base color for the cover design layout. The result ought to be harmonic. The cover model's dress color was another aspect. In the beginning there is only a cover photo with a model on it. As a good designer, it is important to create a design which is balanced. How should we create a balanced outcome? How should the base color communicate with elements that already are there?

The gradient tool in Adobe Illustrator is a method used to represent two or multiple colors and mix them together linear or radial way. (Pesonen 2007.)



Picture 8. Example of Gradients.

The use of gradient in the covers' base was a choice since one-color designs did not work that well. After testing multiple gradients with different colors, as a conclusion gradient would provide the fresh outcome.



Picture 9. Cosmopolitan Finland cover, November 2015.

In this original Cosmopolitan Finland cover, there has been used gradient which includes two colors, with warm and cool colors combined. This inspired to use a linear gradient. To make this outcome happen, by choosing white and cool, light colours. As a starting point, the first tryout is blue and white with the gradient tool used. White with a light blue color creates a contrast with the base also gives the possibility to work with multiple colors when choosing typography. (Picture 10.) With this technique a lot of colors can be used without one interrupting the other.



Picture 10 & 11

The cover model photo dress and blue work together well, and white balances the design making the white “COSMOPOLITAN” logo shine out. As doing the research, Cosmopolitan rarely has a white logo. The dress will stand out without interrupting the other color. There was also one color tryout, with a subtle cream color. In Picture 11, the head title “COSMOPOLITAN” would stand out better and also would create a more colorful outcome. Also this gives the possibility to a modern cover layout design which is aimed for.

Typography has been tested with multiple fonts. The idea of a script font in the beginning did not suite as well as possible. To keep to design style in mind, which is a modern style, choosing a calligraphic font instead of script font seemed suitable.

Hello sunshine

HELLO SUNSHINE MARKER

Picture 12.

The font “Hello Sunshine” provided all of the aspects: modern, feminine, chic and playful. It is a beautiful font with a calligraphic style, yet easy to read and hopefully catching the readers’ attention. Hand-written font combined with a grotesk font is to create balance between the fonts. It is also to create an interesting combination.

LANE – NARROW

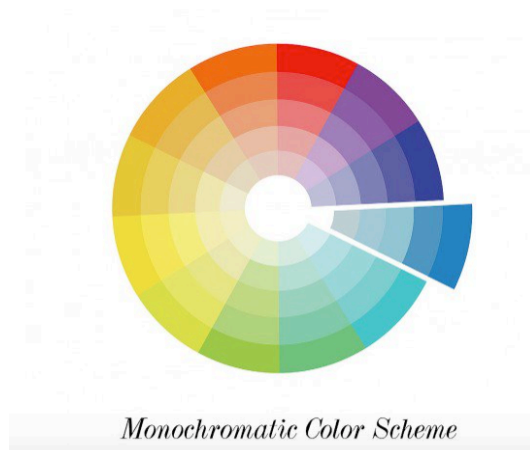
Picture 13.

Another aspect to consider is the color of the fonts. After choosing a balanced colour palette of white and blue, the colors and sizes of typography were considered next. What was learned in the internship about Cosmopolitan Finland’s renewal is that the monochromatic style works well. Monochromatic will be ex-

plained later. This works also works well with the gradients. It also creates a clear and fresh outcome.

According to Pesonen (2007, 31) a font is easy to read when paying attention to the size and the length of the text. These are both structural aspects. When choosing a font for a magazine cover, usually less is more. The goal should be to only choose a few fonts that work together well. (Nikola 2013.)

This turned out to be true. After the cover design drafts and research interviews, the stakeholders said that three or more fonts makes the cover confusing and messy. It is also not suitable for the message of design, which is ought to be modern, chic and feminine as mentioned in the beginning. To get the attention in the cover, other typographical elements can be considered, such as the font sizes. Monochromatic color means that the same color can be used but in different tones and shades. (Picture 14.) As mentioned before, another goal is to make a cover which can be easily changed and worked with colors. The monochrome color is easy to adapt with every design and to create an interesting layout. The goal all together is to create a harmonious cover with colors that work together well and typography that is easy to use with many colors.



Picture 14.

After choosing the base color and testing it, it was time to try out the fonts. Here are the first drafts with typography testing.



COSMO GIRL

10
VAATETTA,
JOTKA PELASTAVAT
JOKAISEN
ASUKKUISIN

4,90 €

LAUREN
CONRAD
"TIESIN AINA, ETTÄ
ONNISTUN"

105
IHANAA
Kevät-
Ostosta

Kesän suuri
MUOTIEXTRA

Picture 15.



Picture 16.

Pictures 15 and 16 are the drafts, which have been asked opinions about, and used as a tool to develop the final design. As a conclusion, these drafts have too many typography choices, making the outcome messy. The blue color is liked, but said that it could be developed more. The price stamp that has been designed is not visible enough, but interviewees liked the shape. The font which has been mentioned before "Hello Sunshine" is playful yet suits Cosmopolitan's style. After these, the final design style started to become clear.



Picture 17.

In this design (picture 17) there are three fonts. The "Hello Sunshine" font has been also used as "Hello Sunshine Marker" In the headline "Lauren Conrad". Certain opinions were that the top headlines are not visible enough, so the development continues. The use of light peach color combined with monochromatic grey colors in the typography works better than the blue, so this has been used in the final design.

7 FINAL DESIGN

The final design has been developed throughout research. Typography and color testing and layout tryouts have been a part of the process. The base color has been selected as a light peach color, which in my opinion fits for the time it comes up, i.e. June. Other opinions of research have been taking into consideration.



Picture 18.



COSMOGIRL

Unelmien Työpaikka?

12 vinkkiä,
joilla onnistut!
#GIRLBOSS

LAUREN CONRAD
"Sinäkin voit
saada kaiken"

12
ihaninta
takkia

32
Parasta
Kosmetiikkalöytöä
marketeista

STROBING
lämä
kauneusilmiö
puhuttaa

Julkkismiehet
avautuvat:
"Näin hurmaat
miehen"

KESÄN
SUURI
Muotiextra

sanoma

Picture 19.

This is the conclusion of the final cover. It has completely new elements, such as the linear gradient with white and another color. The calligraphic font is rarely seen in Cosmopolitan covers, and it is to create a subtle differentiation. As in typography, to create an impact there has been black and white only, which works also with the monochrome.

In this cover, there are two font families: calligraphic and grotesk. The fonts are "Hello Sunshine" and "Lane-narrow". The overall outcome is fresh, modern and feminine. The "Hello Sunshine" font provides differentiation in a magazine cover with the hand-writing style. Two fonts work better and that creates a clear outcome.

The font "Lane" is also sans-serif font. Sans serif styled fonts have been used in Cosmopolitan Finland. The modern aspect comes with using bright and warm colors combined with black and white, but to also create an impact in the design.

The overall goal, besides the design style, is to create something that is easy to read and visually attractive. It is based on readers and what catches attention. Using also capital letters makes the cover more visible. The layout is considered spacious to support the goal of making a fresh design.

8 CONCLUSION

In the beginning, the goal of design was to create something that is modern, chic and feminine and making decisions as a designer towards it. The challenge was to create something that is also suitable for a strong brand. At the end, I feel like the cover design is overall what it is aimed for: modern, chic, feminine. The choices made as a designer also sends a strong message: most of the interviewees said that the final design is fresh and balanced. The cover layout idea sends a message which is hoped for in the beginning.

How to design a cover which is distinctive on a newsstand? How it can be changed by means of graphic design and elements?

As mentioned in the beginning, it is important to design a cover which is distinctive from the newsstands. For this, the element is the font called "Hello Sunshine" to create a calligraphic impact. One of the interviewees said (Woman, age 32) is that the font is playful and it catches attention. Another interviewee said (Woman, age 25) that the overall outcome fresh and the fonts work out well. Another comment was about the headlines. Some of the headlines are not visible enough, which turned out to be true. Even though the design elements of the cover layout got good feedback, there should have been more to consider the colors of typographies to make the headlines stand out.

Thesis topic has been chosen because of the interest in the particular design field. Graphic design and creating a cover design layout was challenging. In the internship, the magazine world became familiar, but the urge to learn something new about design in the magazine is suitable for this context. The cover design layout was a new and interesting field.

The concentration on the graphical elements gave the opportunity to deepen knowledge in graphic design. It was important to find sources that are relevant and provide good knowledge about the brand.

The internship in Cosmopolitan was a great opportunity and it gave a lot of possibilities to learn about the brand. Cosmopolitan is highly interesting magazine and a brand, so continuing with a thesis on the same topic was a good option.

As a conclusion, the cover layout design process became much clear. Graphic design skills have been useful and developed during this process. Terms and use of layout, typography and colors are much more familiar now, than in the beginning of the process. The overall result of the design and thesis was to create a more attractive cover, which means to catch attention. Also magazine cover design is more familiar.

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Figure 1 Authors own

Picture1

<https://www.facebook.com/cosmofinland/photos/a.10150129415341565.320851.91921141564/10153690479166565/?type=3&theater>

Picture2

<https://www.facebook.com/cosmofinland/photos/a.10150129415341565.320851.91921141564/10153559358676565/?type=3&theater>

Picture3

<https://www.facebook.com/cosmofinland/photos/a.10150129415341565.320851.91921141564/10153641223366565/?type=3&theater>

Picture4

<https://www.facebook.com/cosmofinland/photos/a.10150129415341565.320851.91921141564/10154026742516565/?type=3&theater>

Picture5

Picture6 <https://designschool.canva.com/blog/graphic-design-terms/>

Picture7 <https://designschool.canva.com/blog/contrasting-colors/>

Picture8 <https://designschool.canva.com/blog/contrasting-colors/>

Picture9

<https://www.facebook.com/cosmofinland/photos/a.10150129415341565.320851.91921141564/10153690479166565/?type=3&theater>

Picture10 Authors own design

Picture11 Authors own design

Picture12 Authors own design

Picture13 Authors own design

Picture14 <https://designschool.canva.com/blog/monochromatic-colors/>

Picture15 Authors own design

Picture16 Authors own design

Picture17 Authors own design

Picture18 Authors own design

Picture19 Authors own design

APPENDIX 1

INTERVIEW QUESTIONS

Gender

Age

PHASE 1.

What do you think about Cosmopolitan magazine?

How Cosmopolitan stands out?

What makes you buy the magazine?

PHASE 2.

What do you think about the draft?

How do you like the base color?



What is your opinion about the fonts? How it could be developed?



PHASE 3.

What do you think about the final design?

