

Workshop – Magazine

In this project, one of the deliverables is developing and producing a magazine. The total magazine will be 24 pages, A4. Each partner bringing students within the project will submit 5 pages with articles, photos and other relevant content.

Stivako & IGS will take care of the front and back page and the 2 other pages.

Article content should not simply review the work done in this project but should be about interesting topics related to sustainability, and should show the results and outcomes of this project.

Target group:

In Malaga we will discuss the target group of the magazine, so we can describe who is going to read our magazine.

The magazine will be designed by Stivako.

Final deadline for submission of the definite version of the articles: **August 31st, 2017.**

This content is required by deadline so that Stivako has all the material to start working on the production of the magazine.

Deadline for having the pdf ready of the magazine: November 2017. The magazine will be presented at the final conference.

Assignment - student activities & participation – 3 groups

1. Students Malaga

The students that have participated in the project week in Madrid/Malaga, will have to write articles on their experiences in the project and related subjects of the project week. The written articles can be published in the magazine (in 2 years) or on the project website.

Deadline: January 31st 2017.

Also teachers and other project involved participants are expected to write articles on the past days in Madrid/Malaga or on the project website and in magazines in the home country / region.

Deadline: December 15th, 2016

2. Students/teachers/others involved - at home

In the spring 2017, students and teachers can produce articles, interviews, a game/quiz, etc. to create the content of the magazine.

Deadline: June 1st, 2017.



3. Students Bridgwater - Preparation

We are going to make a magazine about Sustainability in the Green Salon and you are going to work together in finding ideas and inspiration for it. **It is wise to take a magazine or two with you**, so you can get inspiration from them and to use to create the mood board. E.g. a magazine on interior design or hairdressing magazine.

In the assignment you will develop:

- Name of the magazine
- We use the logo of the Green Salon project, but you are free to develop other icons for the magazine
- Output of magazine: it will be a pdf, but printable for every school to decide for themselves
- Layout, how is the magazine going to look like according to:
- Size/format: A4, full color
- Typography will be decided on by the teachers (font)
- You can make suggestions about the use of:
 - columns,
 - headlines,
 - pagination,
 - photos / illustrations,
 - graphics,
 - composition of the different pages (front page etc...)

During the project week in Bridgewater (June 2017) you will work on a mood board in preparation of the layout of the magazine. It will be presented on the last day of the project week.

Start making a brainstorm or mind map together with all your ideas, and after that collect the things you want to work on with. It would be a good idea to make a mood board, and some sketches and examples of the different design parameters you want to use.

A mood board is a way of visualising your concept or idea. The goal is to create an image that visualises the emotion ('mood') you want to express. Think of collages for example (a paste-up made by sticking together pieces of paper or photographs to form an artistic image), but in a more professional way. The purpose of a mood board is in fact meant to sell your concept or idea. It is about well transferring your idea in a creative, clear and visual way, so that you can see in a blink what direction / path you will follow to reach the final result. You can google mood board examples on the internet.

But the major task is to write and organize the content:

articles, ads, reports, photo sessions, columns etc..

Content has to be delivered on a regular basis via your teacher to the coordinator of the magazine:



Erasmus+



Frank den Hartog and/or Eva Bouwman.

STIVAKO



Communication guidelines:

When writing texts keep the following in mind:

- "practical": This means that texts should be short, prevalent and have a personal touch.
- Make texts personal, focusing on the reader
- Provide benefits (efficient, decisive). Give the examples that are interesting for the audience.
- Provide information to attract attention.

Articles in (trade) journals or magazine; tips for the writing the text:

The ideal English text is easy to read and understand. Even scientific texts are usually written in plain English words. So try to keep your sentences plain, clear and well structured.

Keep the following rules in mind:

- use simple language
- keep subordinate clauses short
- prefer verbs to nouns (not: *The meaning of this is that ...*, but: *This means that ...*)
- avoid slang and technical language

Paragraph

As to paragraphs, keep the following rules in mind:

- Concentrate on one main point per paragraph. Summarize this point in the first sentence.
- All sentences that follow support the main point or limit its scope.
- The last sentence is used as a transition to the next paragraph. Use a criteria that applies for both paragraphs.

Text

The typical structure of a text is as follows:

- (title)
- introduction
- main part
- conclusion

Make your texts interesting. You can achieve this for example by varying the lengths of your sentences. An important statement is best emphasized in a short sentence, especially if that sentence is between two longer sentences. Do also vary the lengths of your paragraphs and avoid one-sentence paragraphs.



There are various possibilities on how to structure your texts, e.g.:

- General to Specific
general statement followed by details and examples
- Specific to General
details and examples followed by a generalization
- Known to Unknown
provide new information based on what readers already know
- Least Important to Most Important
catch and keep readers' attention
- Chronology (ordering by time)

Guidelines text website

- Submitting as plain text
- Head in ordinary letters
- Brief introduction, move in up to 4 lines and up to 50 words what the article is about
- The article itself: up to 20 lines
- Short sentences up to 15 words per sentence
- No difficult words
- Without punctuation marks (such as ")
- Use punctuation (ë)
- News on the website deliver if possible with image (photo / picture)