*Zine Concepts*

*'Finding Solace' & 'Where's The Glory In A Morning Story'*

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After thoroughly enjoying my first graphic design project I decided to attempt a second practical project in the same discipline, this time focusing on zine graphics. I knew my designs needed to be thoughtful, aesthetically pleasing, and able to showcase the techniques and stylistic features that I would develop from a range of influences within my research.

A starting point for my project was investigating what it was that made a zine (as opposed to a booklet or magazine). Within this research I discovered a range of pre-existing zines that I critically analysed, commenting on what it was that made them effective and visually appealing. My analysis focused on each designer's use of typography, graphics, colour, and overall composition of each zine in order to inform my own ideas.

As part of my initial research, I examined a variety of inspirational graphic designers/studios whose work I found attractive. The stripped back, minimalist style of *Studio Airport*, the use of monotone photography by *Ben Harrison*, and the typographically-driven design of *Curtis Rayment* captured my attention and prompted me to develop three similarly styled concepts.

In mid-April, our design class spent two days in Adelaide viewing studios, galleries, and iconic pieces of architecture/design. On the trip we were encouraged to photograph anything that we were inspired by or felt we could take influence from for our second practical or visual study. I personally took a range of photos at *Khai Liew's studio*, the *SAHRMI Building*, and the *Art Gallery of South Australia*; many of which I ended up using in my *'Finding Solace'* zine. To achieve the monotone photography style of *Harrison* using these images, I utilised the 'monotone' tool in Photoshop to manipulate the colour settings. I developed the technique further within the concert tickets I created for my *'Where's The Glory In A Morning Story?'* zine.

Despite creating a final zine for each concept, I felt that *'Finding Solace'* (*Harrison*) and *'Where's The Glory In A Morning Story?'* (*Rayment*) were my strongest and chose to include them as my final presentation; this was executed as a designer's website, inspired by ones I viewed throughout my research.

I carefully followed the brief that my original brief and the conventions of strong graphic design. In my brief I outlined that I would attempt to create one zine completely using the traditional method of cutting and gluing to a master flat, however, I found the concepts I developed were far too intricate and would not successfully transfer to this method. This meant that only certain aspects of *'Preconceived Friendlessness'* were physically created. Each of my zines were original and distinctive from each other and possess clear connections to the work of other designers (*Studio Airport, Ben Harrison, and Curtis Rayment*).