



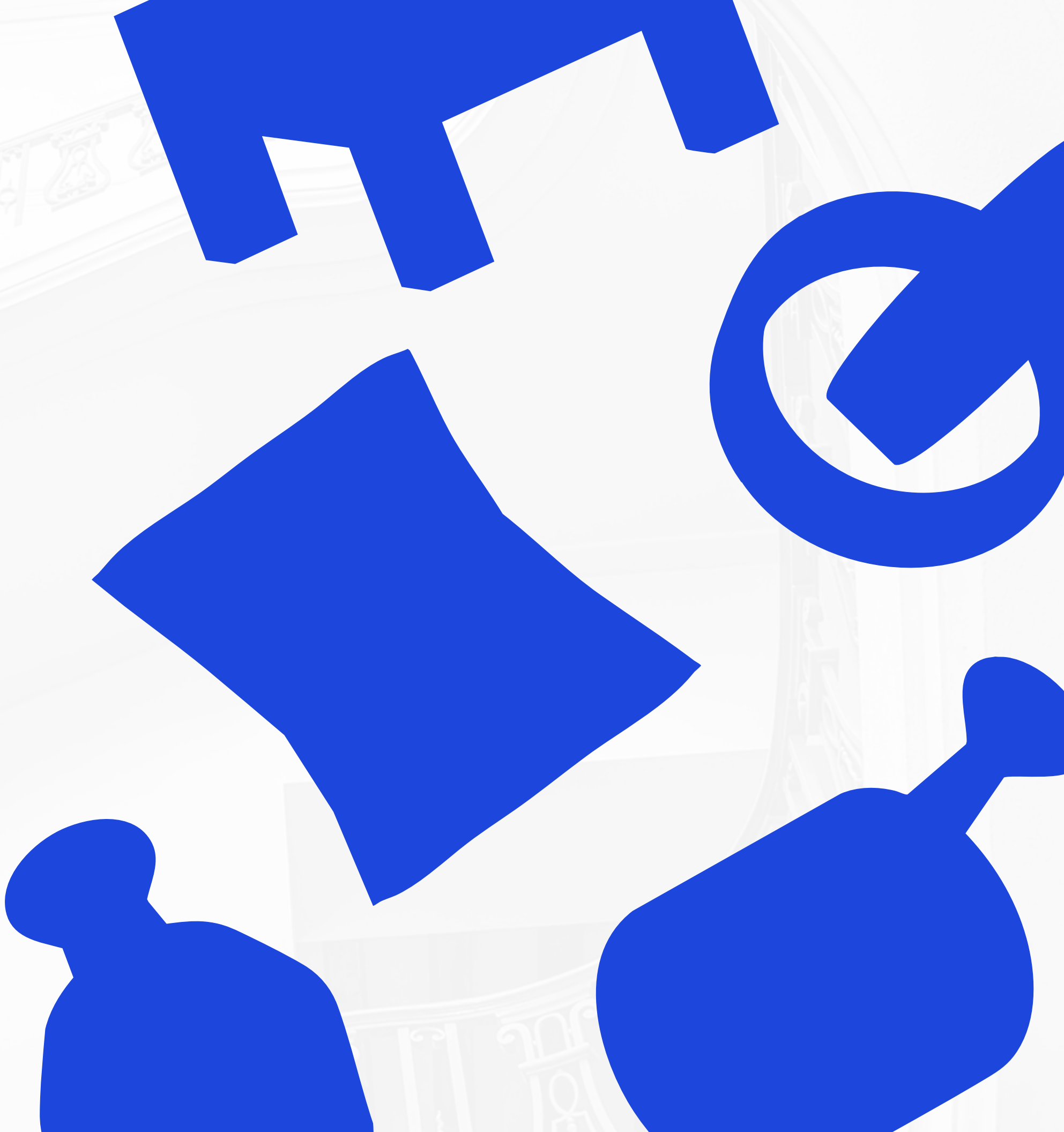
# OURS

POETRY MAGAZINE

# Concept

I knew I wanted to create a poetry magazine, but for who? After researching both popular and niche magazines and speaking to authors and readers, I honed my concept to a Queer poetry magazine.

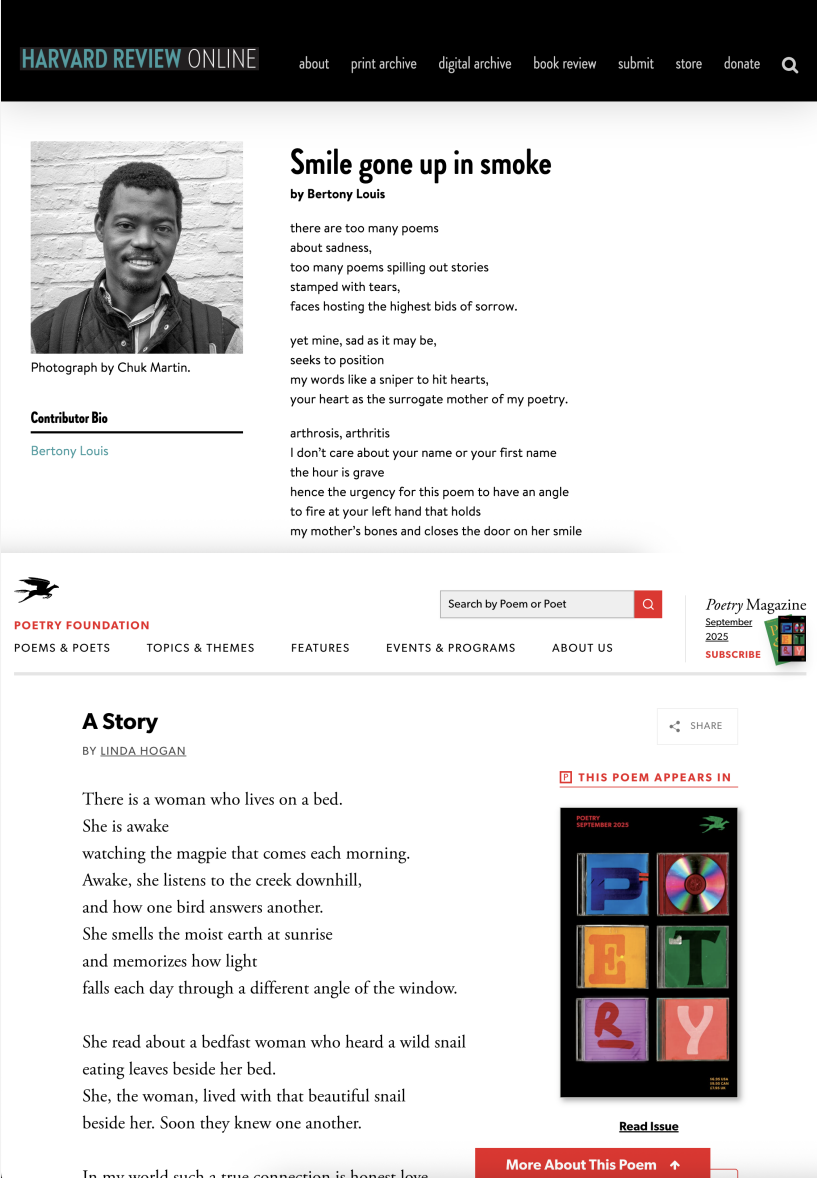
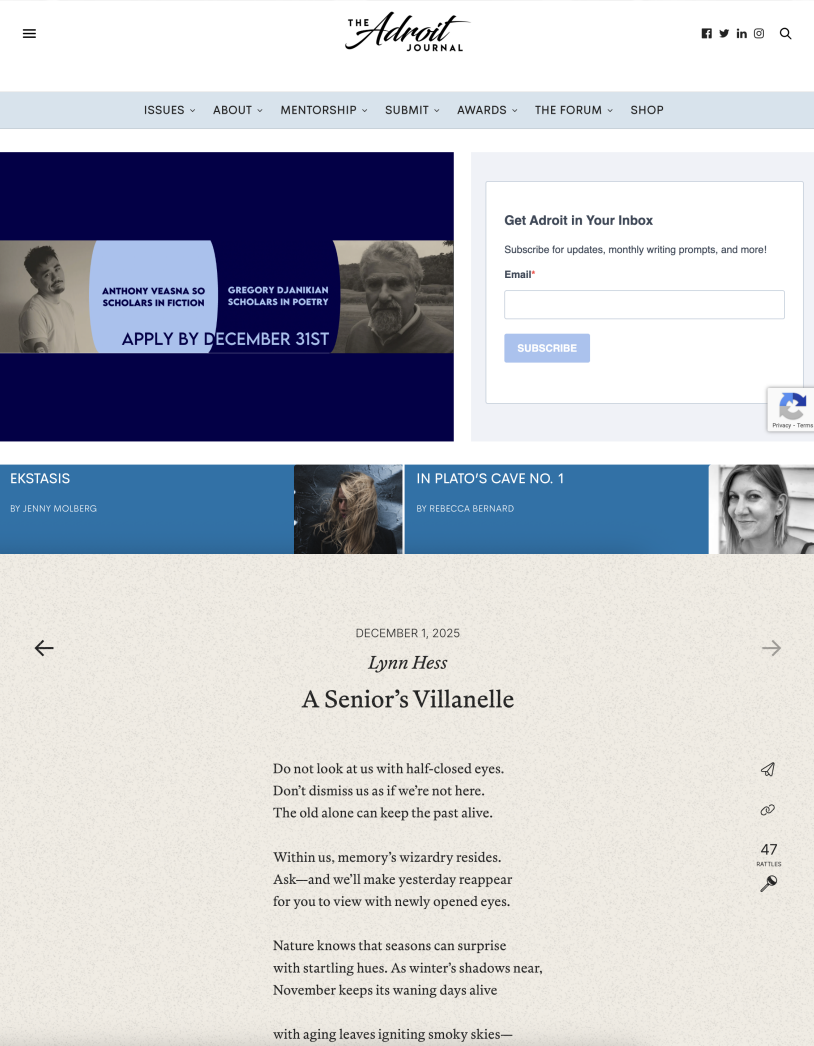
I decided to focus the magazine's design on fostering community among people of all identities through intimate physical and digital spaces. These spaces would be reinforced by a versatile visual system built from household objects.





# Magazines

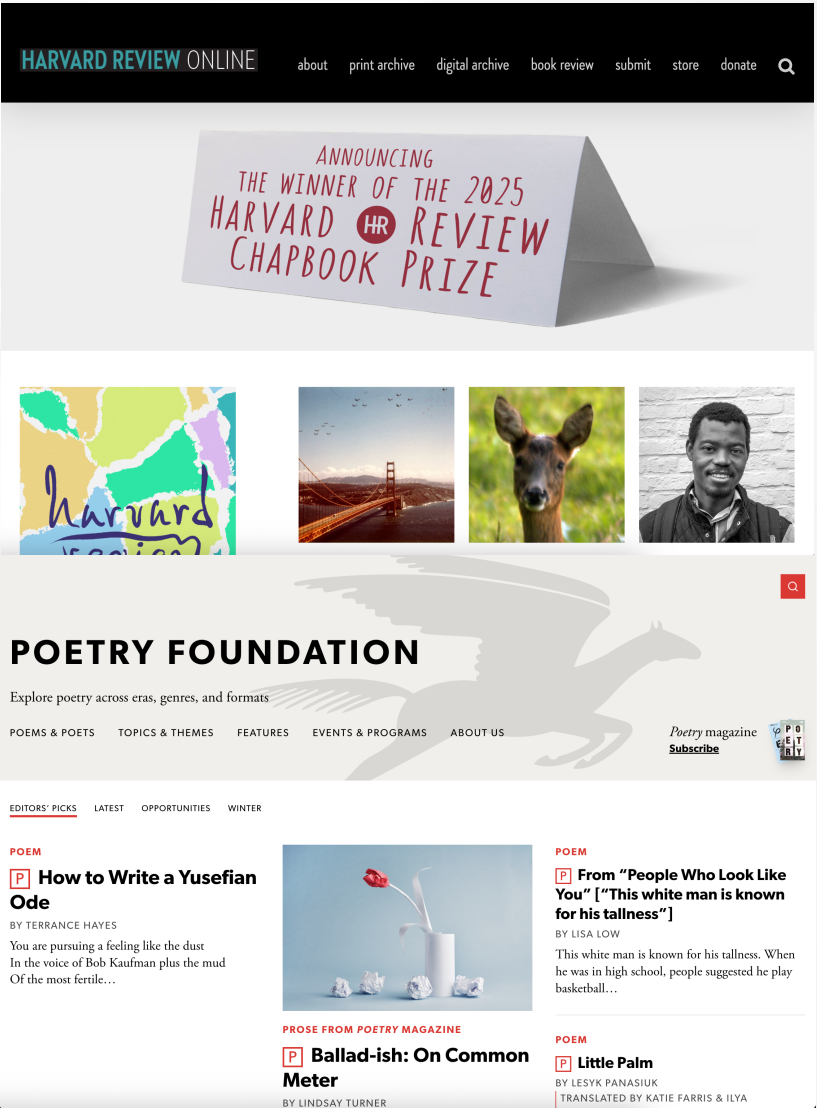
My research focused on poetry websites, since I was already familiar with the layouts of poetry magazines. Two things stood out to me:



Clean, simple poetry pages where the poem takes up most of the page, with little or no other elements.



Busy, complex home pages where it is unclear the magazine's values, overwhelming the viewer with information.



# Interest

To gauge interest in my concept and forge a path forward, I distributed a google form to students gauging interest in poetry and how they often read it. Key findings included:

How often do you read a poem?

- ☐ Never
- ☐ Once a year
- ☐ Once a month
- ☐ Once a week
- ☐ Multiple times a week

How often do you read collections of poetry?

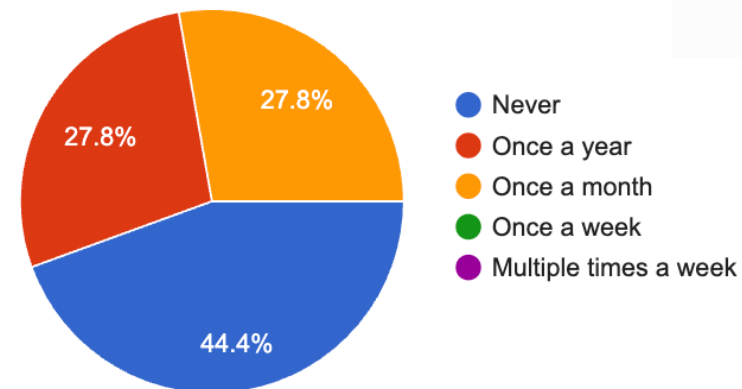
- ☐ Never
- ☐ Once a year
- ☐ Once a month
- ☐ Once a week
- ☐ Multiple times a week

Where do you read poetry?

- ☐ Social media (static images/text)
- ☐ Social media (videos)

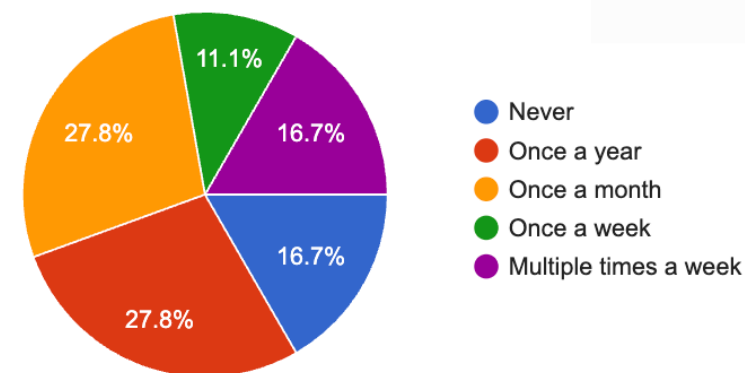
How often do you read collections of poetry?

18 responses



How often do you read a poem?

18 responses



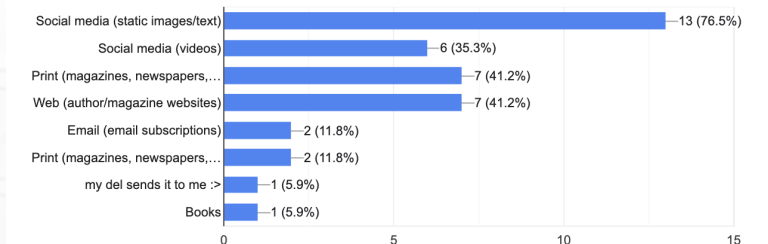
More people read single poems, rather than collections. This helped me know to focus on the draw of specific poems or topics.



Web and print are equally popular, and personal recommendation is often a reason people read poetry.

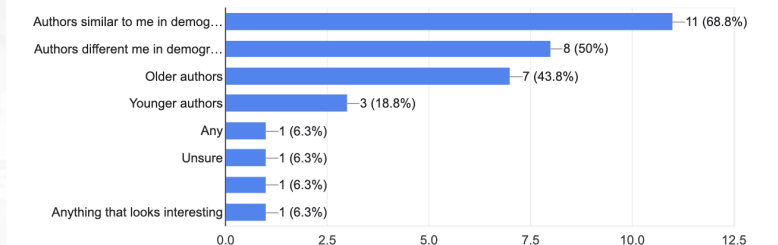
Where do you read poetry?

17 responses



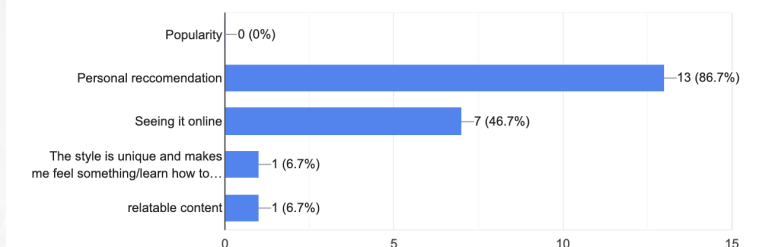
What types of poetry authors do you read?

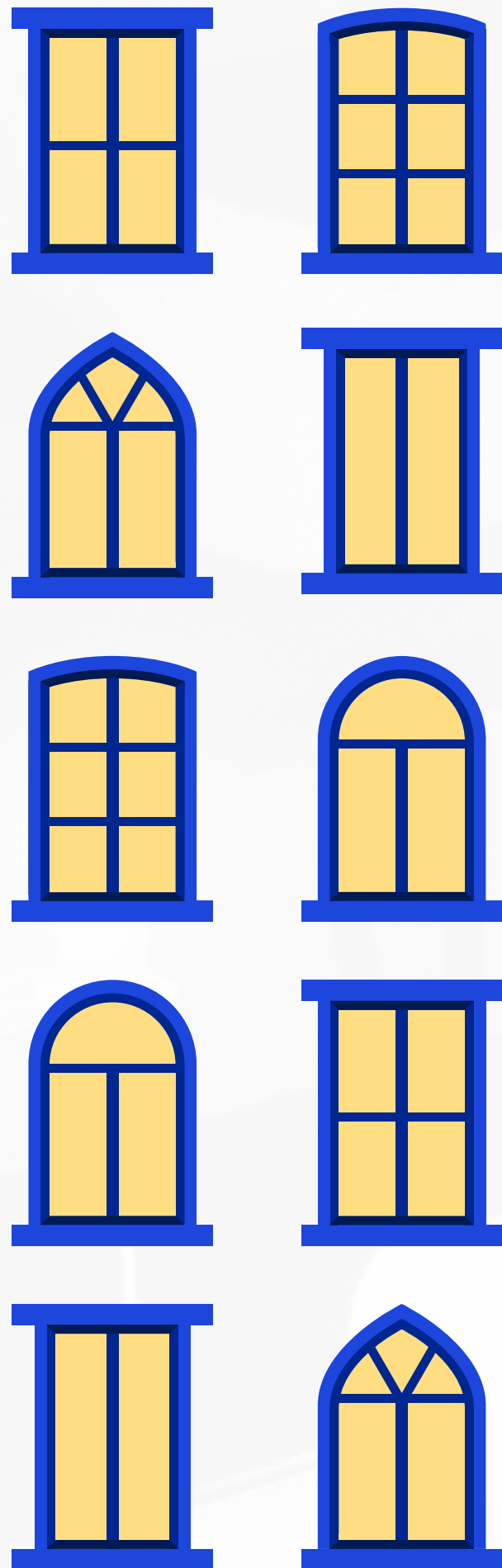
16 responses



What makes you want to read the poems you do?

15 responses





# Two Systems

I had two initial concepts: a system of windows that revealed an interior space through themselves, or a system of objects that themselves suggested being inside a home.

The window system benefited from connecting more to my original idea of looking “inside” of poet’s lives.

However, I realized that the windows’ rigidity hindered their ability to work as a system, leaving them functioning as icons rather than components.

Objects, instead, could be arranged organically, resized, and transformed. They were also more abstract, allocating more attention to poems.

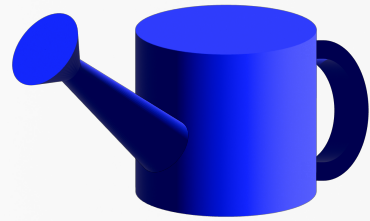




# Objects

I decided ultimately to go with the object-based system. It was more versatile and organic, and provided a more intimate feeling, as if the reader were already inside.

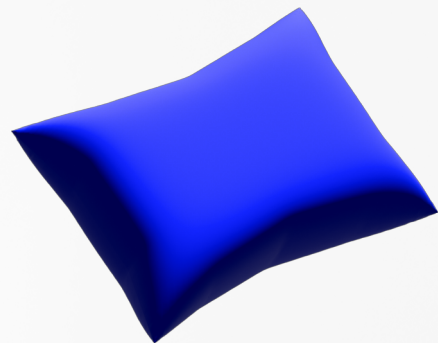




Watering Can:  
Nature



Vase:  
History



Pillow:  
Body

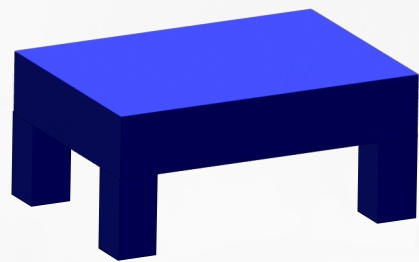
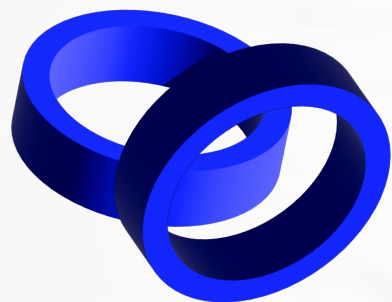
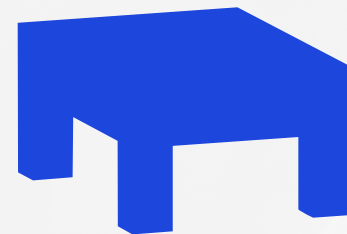
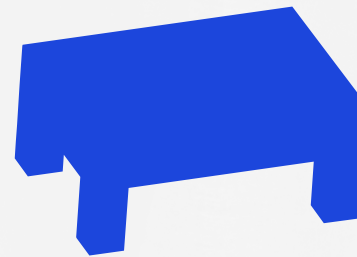
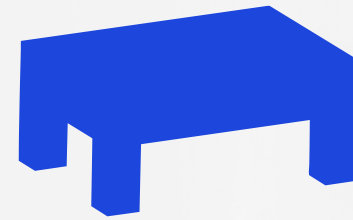


Table:  
Society



Rings:  
Relationships



# System Definition

The system's five objects are based on five core themes of poetry.

The system derives different versions of the same five objects through rotating 3D models and flattening chosen angles, creating variety yet maintaining consistency.





Issue 1: Dawn

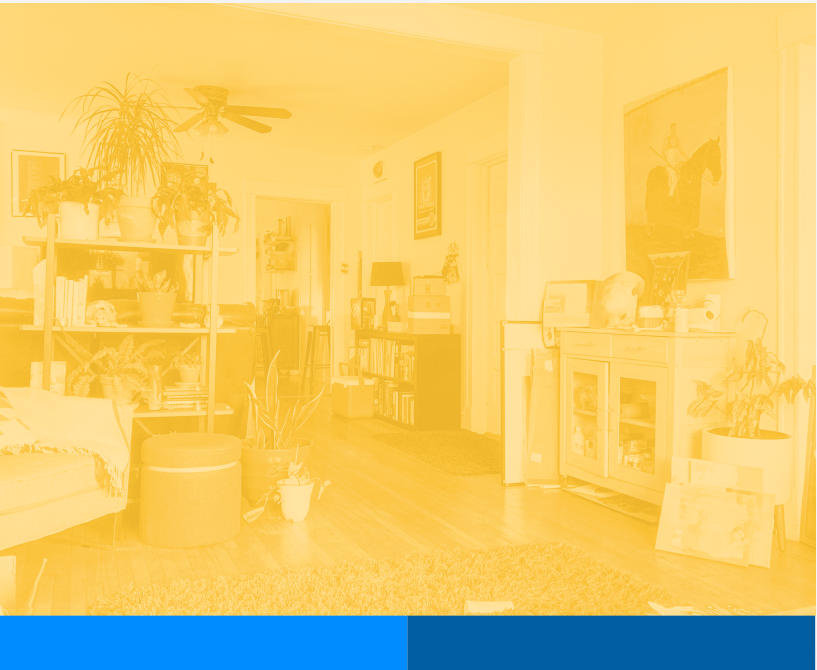


Issue 3: Dusk

# Time System

I used a simpler system to imbue meaning into the individual issues: time of day.

From Dawn to Midnight, the four issues utilize color palettes, imagery, and poetry relating to their themes to complement the depth implied by their objects, immersing readers into an intimate, Queer space.



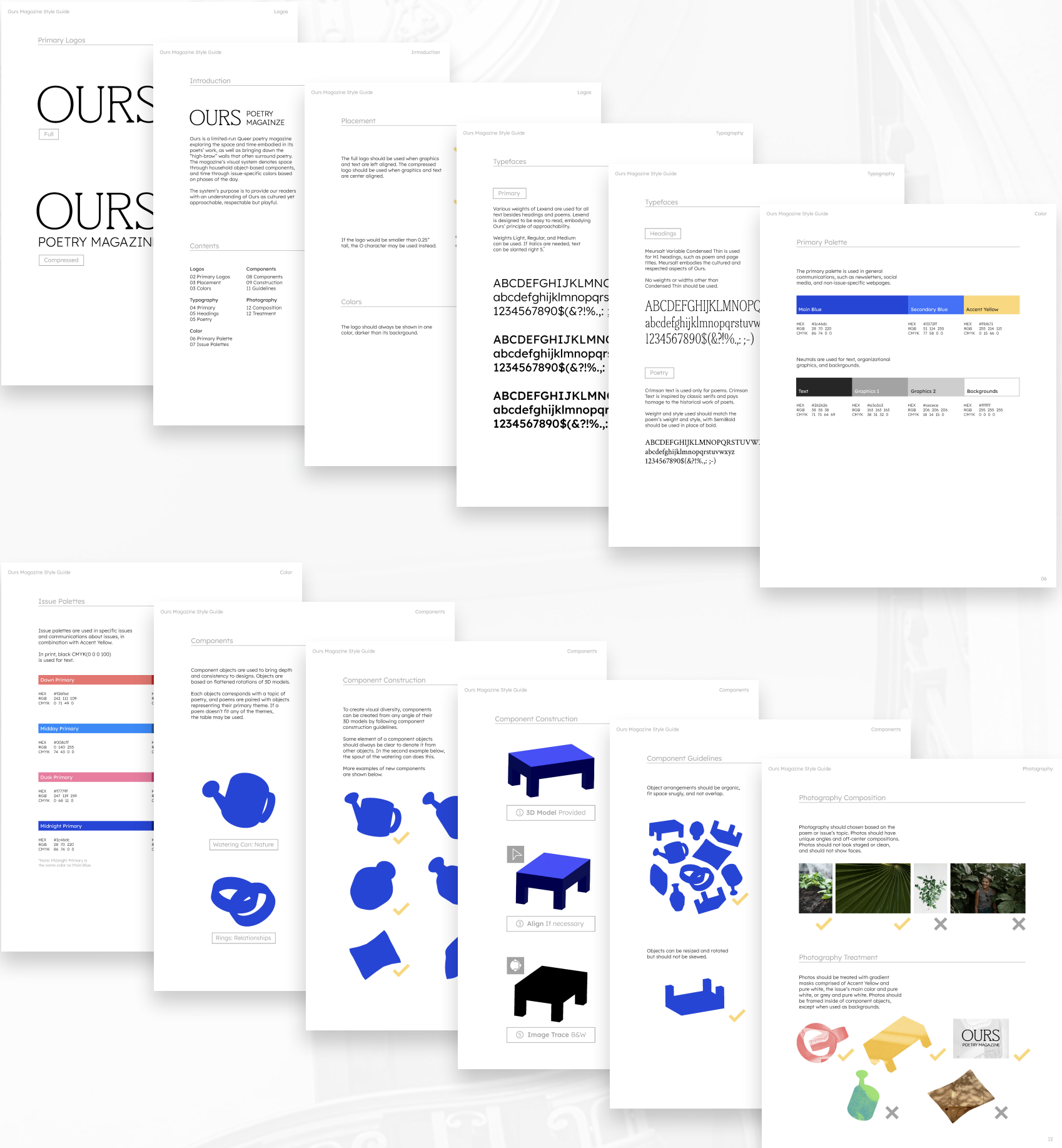
Issue 2: Midday



Issue 4: Midnight

# Style Guide

With everything decided, I created a 12-page style guide outlining the system. The guide organizes and explains each guideline, ensuring the system is consistently applied.

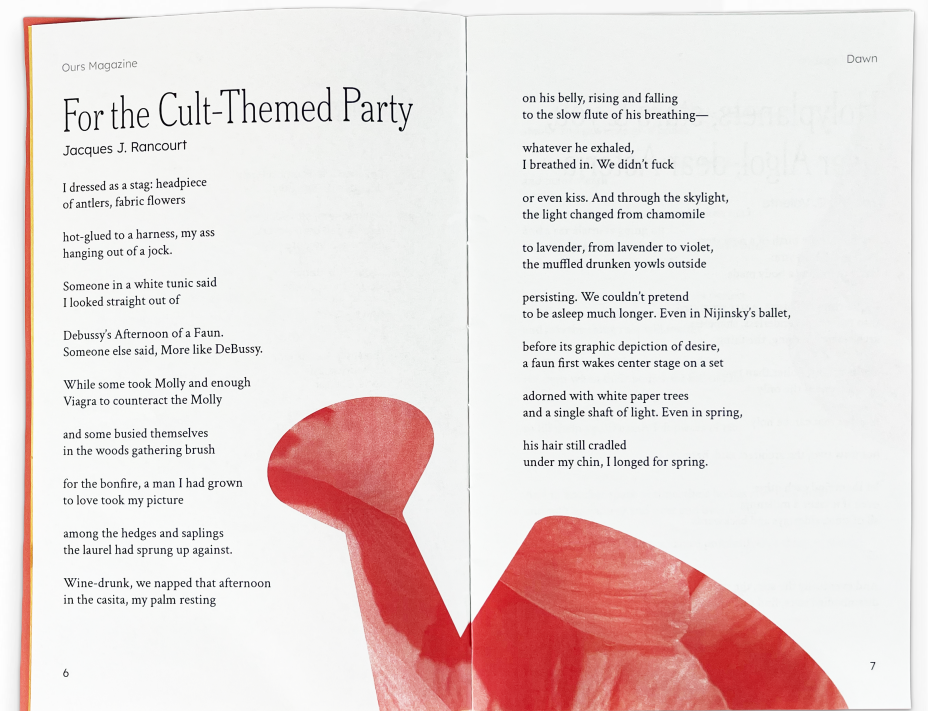




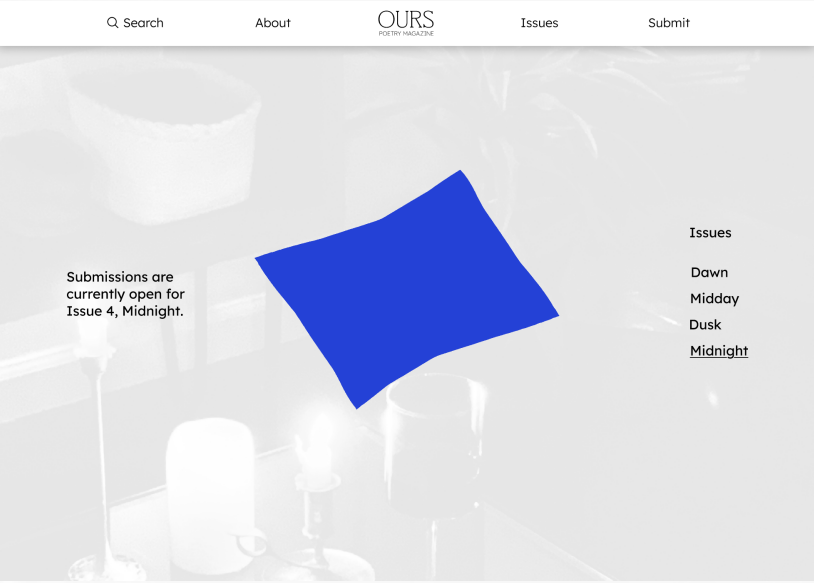
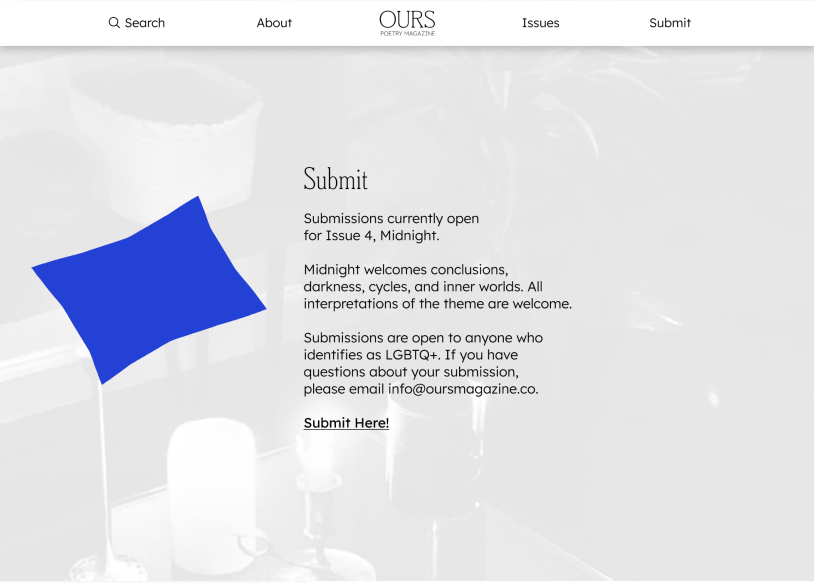
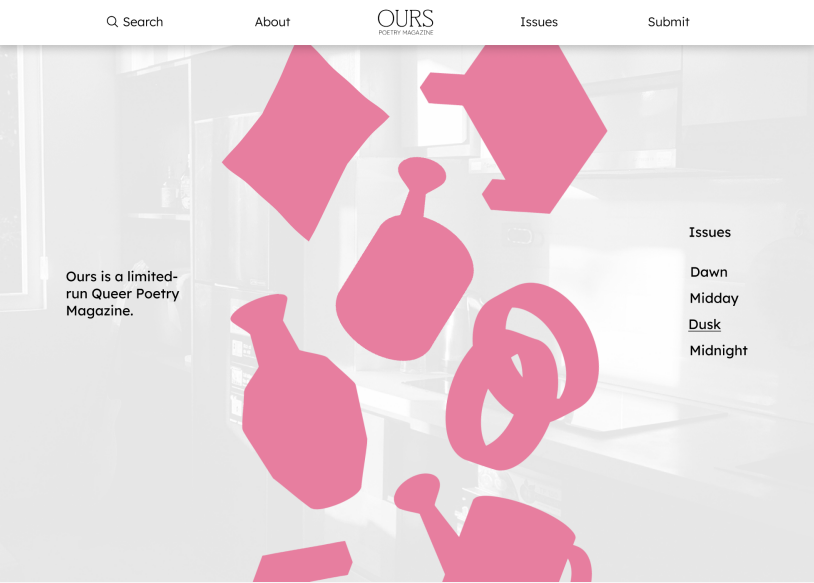
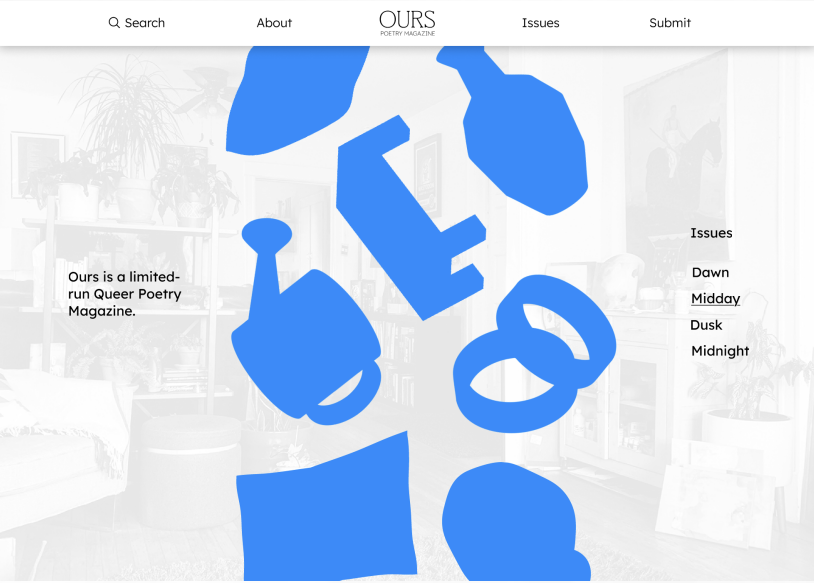
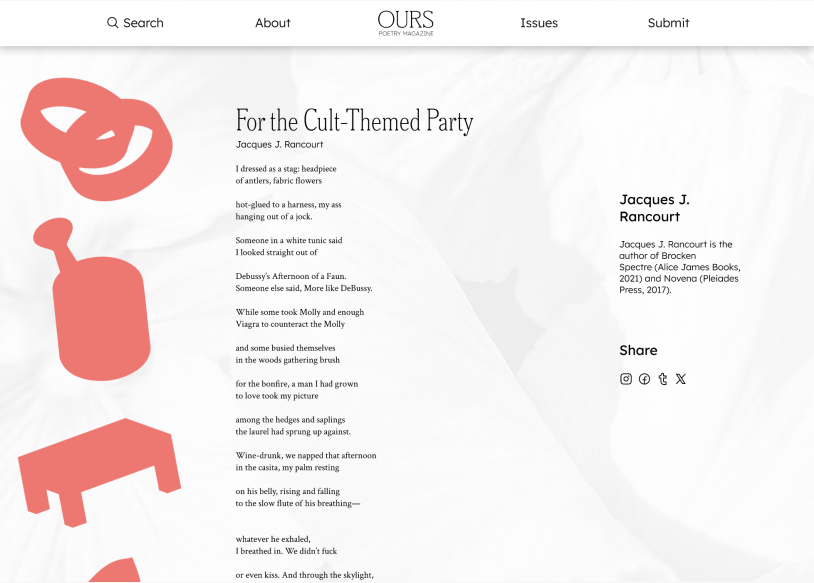
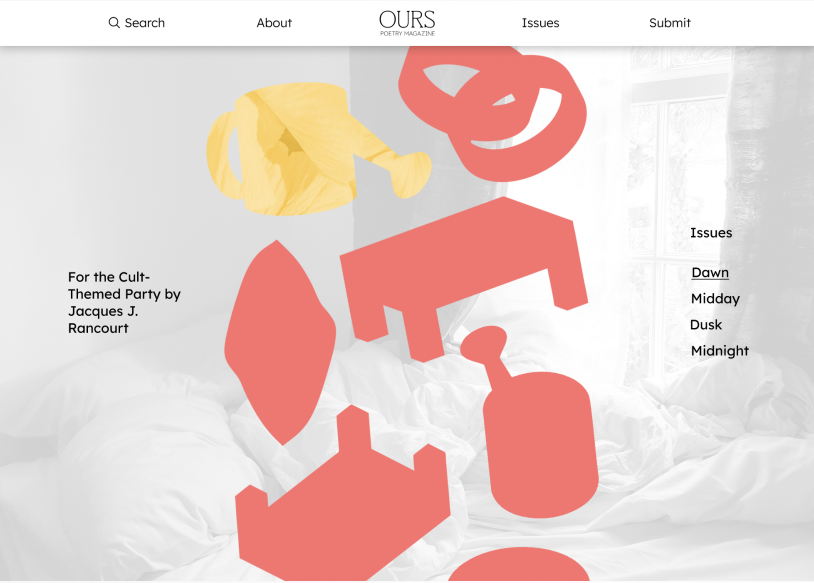


# Print

Ours’ print issues invite the reader inside through cutout front covers and hand-picked quotes encapsulating the issue’s theme. Interior layouts use abstract, atmospheric photography to set the scene for each poem and contextualize it within Ours’ brand.







# Web

Ours’ website translates the print layout into a navigable digital environment. Photographs are converted to clean backgrounds, allowing component objects and poems their own space. Submission and about pages include motion graphics, adding an extra layer of dimension to the flat screen.