

Advertising and editorial design from the target's point of view

Alex W. White

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**Nobody kills
a great idea
faster than a
bored pessimist.**

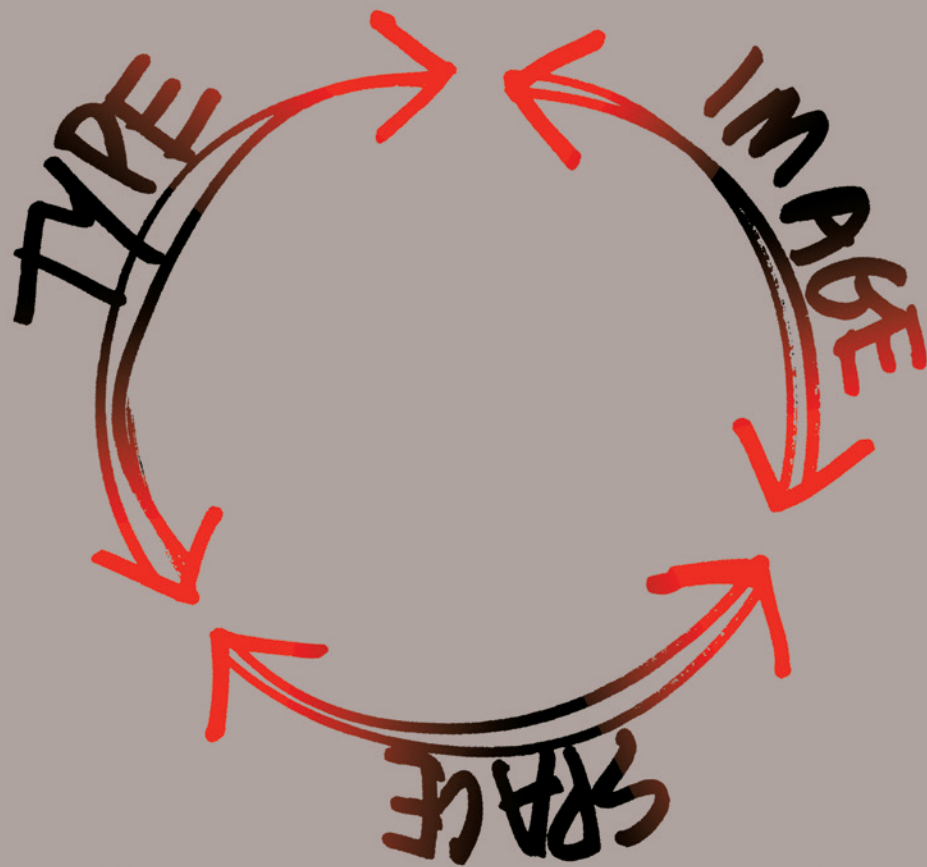
UNKNOWN

Advertising and editorial design are the same...
from the target's point of view.

For fifty years, advertising and editorial design have been treated as distant cousins. But whether the message is for information or for sales, our targets need to be told *what the message means to them*.

In this age of overwhelming data – and blurred content like *infotainment* and *advertorials* – every visual message has to reveal content and communicate value. It is time for designers on both sides of the aisle to understand their role as the reader's representative.

Targets do not lack incoming messages: yours will get through by being distinctive and clear. Editorial design can find inspiration in advertising, and advertising can learn tricks from editorial. Both disciplines compete for the same target's limited attention.



Editorial Advertising
All design uses the same three elements



Targets filter about 3,500 messages per day

SHORTS LOGO

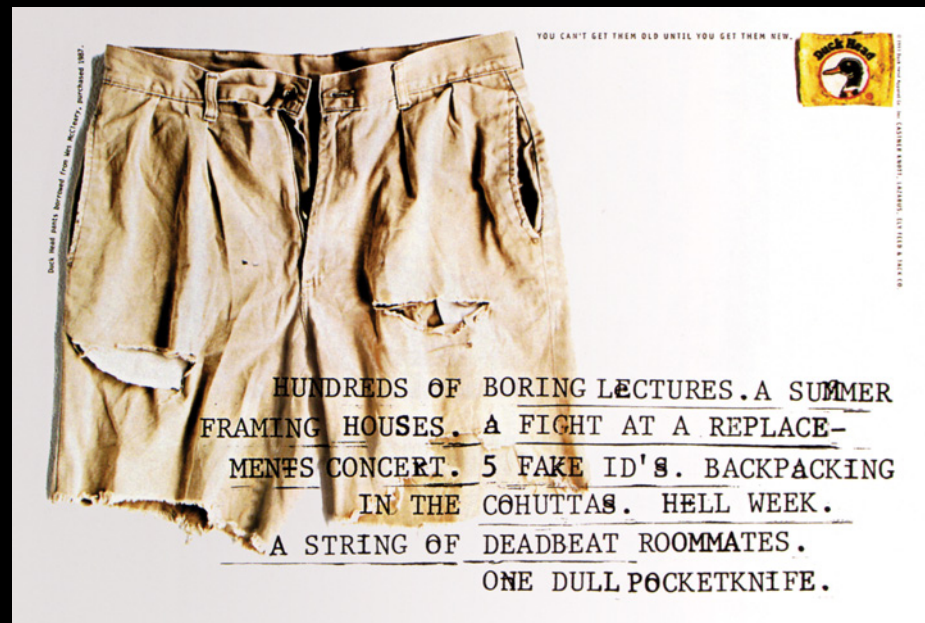
HUNDREDS OF BORING LECTURES.
A SUMMER FRAMING HOUSES. A FIGHT
AT A REPLACEMENTS CONCERT. 5
FAKE ID'S. BACKPACKING IN THE
COHUTTAS. HELL WEEK. A STRING OF
DEADBEAT ROOMMATES. ONE DULL
POCKETKNIFE.

DUCK-HEAD PANTS BORROWED FROM
WES MCCLEARY, PURCHASED 1987.

YOU CAN'T GET THEM OLD UNTIL YOU
GET THEM NEW.

© 1993 DUCK-HEAD APPAREL CO., INC.

CASTNER-KNOTT, LAZARUS, FLY FEED
& TACK CO.



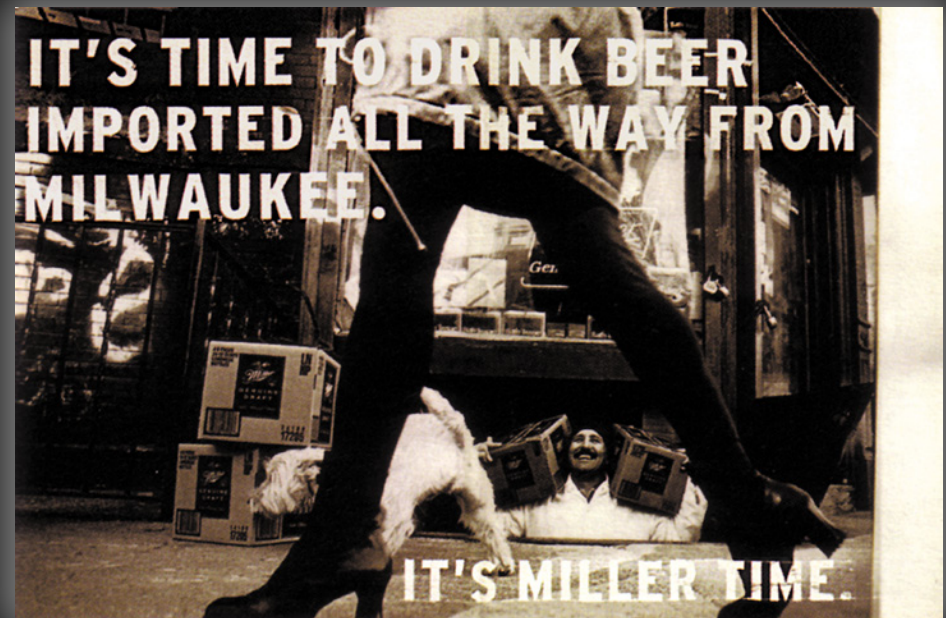
Add value to content by making it irresistible

CLEAR
BUT
LIFELESS

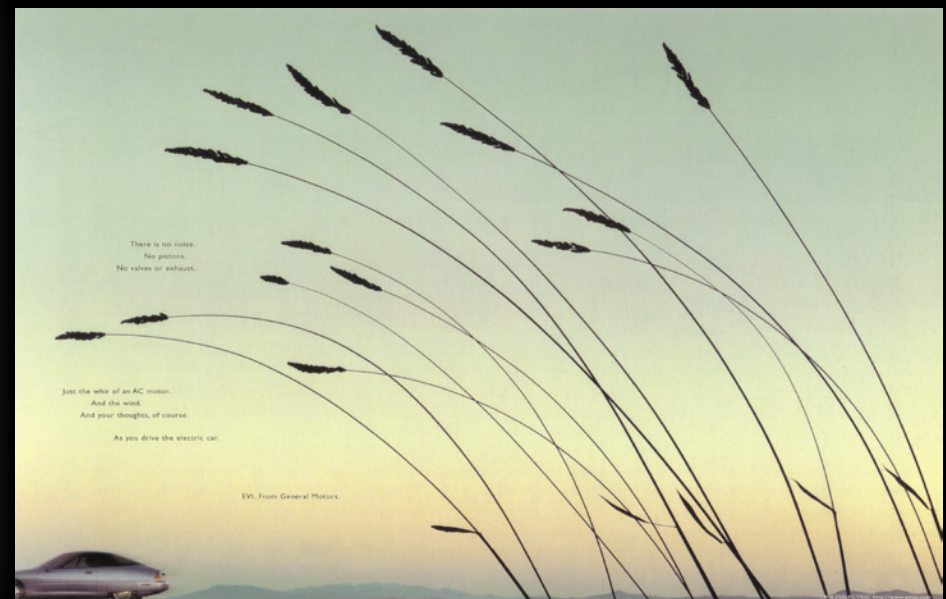
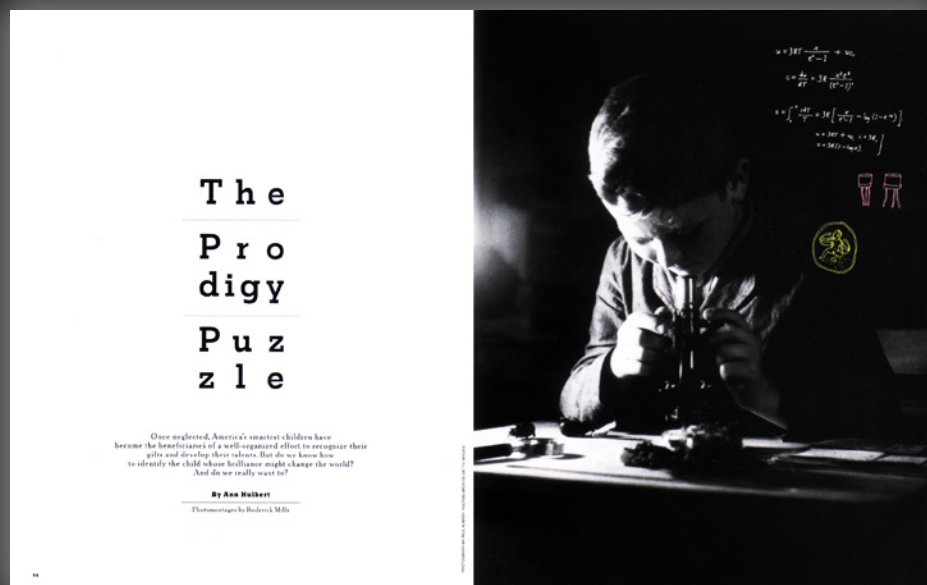
ENGAGING
BUT A BIT
ABSTRACT



Balance clarity with impact



“Impact editing” for a single impression



Internal structure (organic design)



External structure (grid)



Words and pictures are teammates



Words and pictures enjoy a flexible relationship



Words and pictures can be abstracted for meaning



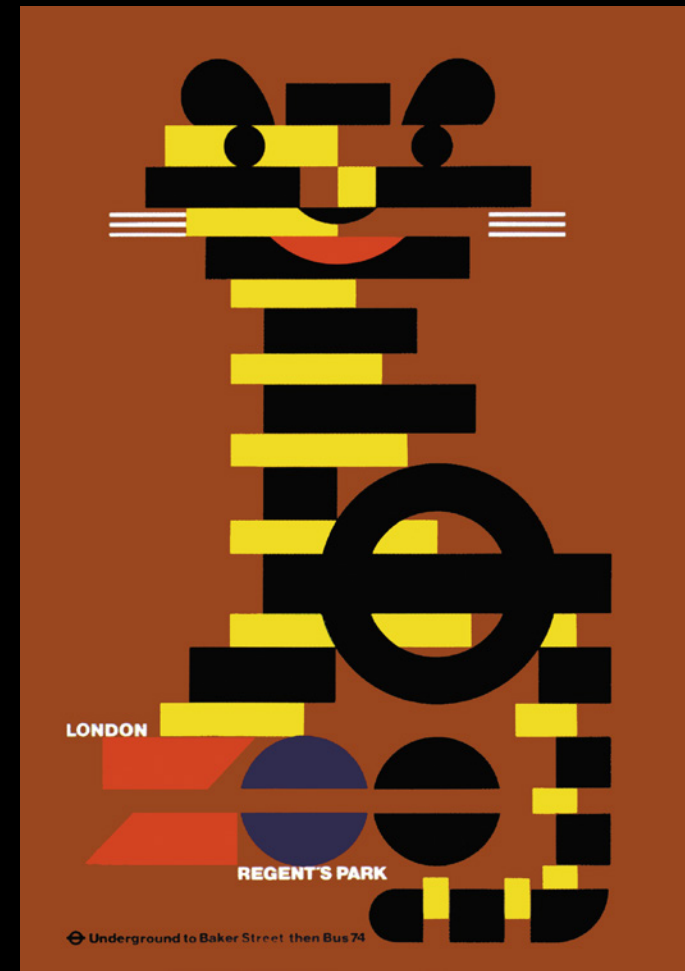
Words and pictures relate by position

Forget about split ends.
Let's talk about dividends.

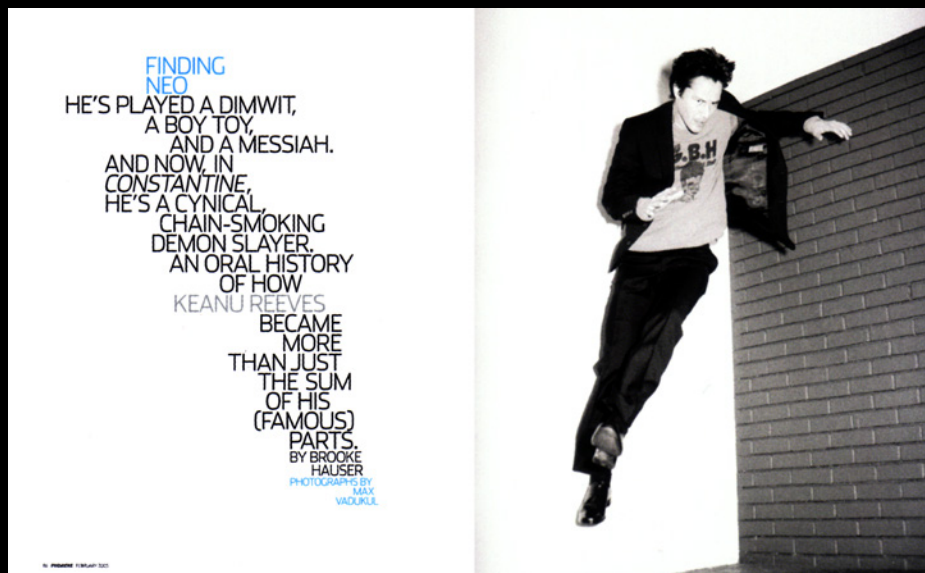
Say goodbye to dry hair. And hello to shine.

Magazines are full of suggestions about where women can spend their money. But where can a woman turn when she wants to learn about, saving and investing? When you join Women and Company, a service from Citigroup, you'll have access to experts and educational Master Classes on topics from real estate and college savings to retirement planning. Together, we'll help you gain the knowledge and confidence to prepare for your financial future. Learn more at womenandco.com or 800-930-2544.

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Words and pictures relate by size or alignment



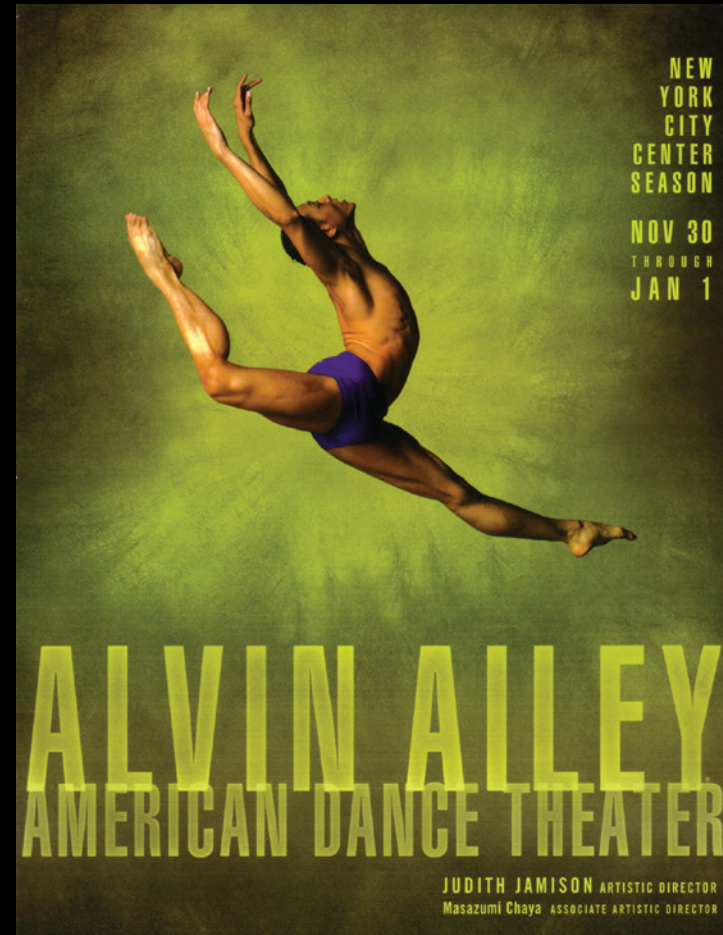
Words and pictures relate by shape



Words and pictures relate by shared treatment



Words and pictures relate by direction



Words and pictures relate by shared color



BEAD BOARD DÉCOR

GET INTO THE groove WITH THIS EASY-TO-INSTALL wood paneling.

For a detail as subtle, these slim, vertical panels of wood can make a lasting impression. Those who grew up with bead board naturally feel drawn to it, recalling late-night hours from childhood, long hallways at New England inns, family meals in the dining rooms of upstate barn-galows. Incorporating the paneling into a home, then, is often about recapturing that casual, summery, cottage style. But here's a delightful surprise: The unpretentious simplicity of bead board works in a variety of settings—in cottages and barn-galows, yes, but also in more elegant spaces. It can serve as a decorative accent or it can define a room. The difference is all in how it's used. — Bead board is an attractive, tongue-and-groove style wall covering with a humble history. It is named for the "bead" (or narrow channel)

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PHOTOGRAPH BY BILL BATTERY TEXT BY BETHAHY LITTLE

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Take everything you know about design and nudge it. Push it. Simplify it. Modernize it. Liberate it. Inject it with life. Give it a point of view and

335 horsepower and hold on.

Introducing the all-new Infiniti M.

Design is always moving. It's daring. It's purposeful. It starts with a Push Button Ignition. It leads with the only Lane Departure Warning system and Rear Active Steer. In its class, it connects with Bluetooth® Wireless Technology. It thrills with 335 horsepower. It indulges with the only heated, power reclining rear seats in its class. And it captivates with Bose® Studio Surround® sound. The all-new M. Designed to outperform. Discover more at Infiniti.com.

INFINITI

Words and pictures relate by shared texture

Slow Down

Taking life at a more leisurely pace can improve your memory, your health, and

your creativity. Take a deep breath—and learn the benefits of exiting the fast lane.

Sure, it would be nice to loll in bed for a few extra minutes in the morning. To linger over coffee after lunch. To enjoy a relaxed dinner, then settle around the neighborhood. But who has time? With work and family demands, most people barely have a second to slow down, let alone come to a full stop.

Maybe now is the moment to put on the brakes. More and more, researchers and psychologists, backed by a growing body of evidence, say that the accelerating pace of society is hurting our health. In fact, it may be taking years off our lives. "We pay an enormous price in both health and happiness for living in a sped-up world," says psychiatrist Jeffrey Brantley, director of the Mindfulness-Based Stress Reduction Program at the Duke Center for Integrative Medicine, in Durham, North Carolina.

Finding time to think, daydream, or simply watch the world go by, the experts say, is important for a healthy mind and body. "A balanced life is one that has room for



WRITTEN BY PETER JARRET
PHOTOGRAPHY BY NIKOLAI KOSLOV



For 150 years, people have been coming to Northwestern Mutual to put their minds at ease.



Northwestern Mutual

the quiet company

insurance / investments / ideas™

northwesternmutual.com

Words and pictures relate by shared idea



nikerunning.com

Air Pegasus 2005

**NEW AND IMPROVED.
YET OLD AND THE SAME.**

The Air Pegasus. Protecting the feet of runners since 1983. People call it our "bread and butter" shoe. Reliable. Consistent in fit. Always available in multiple widths. The 2005 features a softer lateral crash pad that eases initial impact. And a full-length Air-Sole unit for a smooth, cushioned ride. With a mesh overlay and a vented midfoot saddle, it's lighter. More flexible.

It doesn't seem risky or innovative. But quietly, it is. The Air Pegasus stands for exactly what our co-founder,

Bill Bowerman, envisioned for runners. A running shoe that never stops getting better.

Just like the runners who continue to try and shave off minutes, seconds and split seconds from a personal best, we'll keep pushing to improve our shoes. Even a classic like the Air Pegasus.

The original no-nonsense running shoe that gives you everything you need.

Beaverton, Oregon

Ayers No.1



Ayers No.1 Partial silhouette



**ALL NEW LAND ROVER,
FREELANDER 2.**

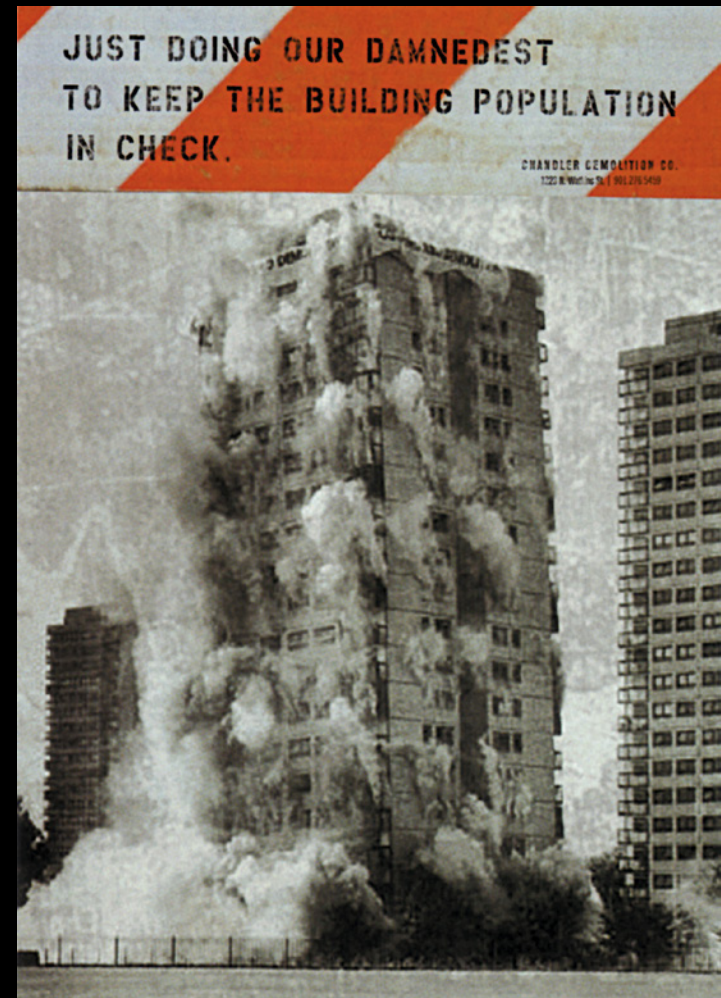
LAND ROVER

Täysin uusi Freelander 2

Uusi Freelander 2 • 2.2 TD4 (160 hv • 151 • 194 g) ja 3.2 i6 (233 hv • 15.2 l • 265 g) • Takuu 3 v. tai 100 000 km • Road Assistance Service • Hinta alk. 48 500,-
Katso lisää www.landrover.fi

Myynti ja huolto: Land Rover Järjestelmäkeskus Espoon Keskus Oy puh. 010 300 41 • Land Rover Keskus Oy Espoon Keskus Oy puh. 09 158 88 • Land Rover Keskus Oy Espoon Keskus Oy puh. 09 158 41 • Land Rover Lähde Autot Oy puh. 01 877 880 • Land Rover Lappeenranta Autot Oy puh. 030 145 840 • Land Rover Lohja Autot Oy puh. 09 361 761 • Land Rover Oulu Autot Oy puh. 09 882 211 • Land Rover Seinäjoki Autot Oy puh. 06 418 111 • Land Rover Tampere Autot Oy puh. 03 275 955 • Land Rover Turku Autot Oy puh. 09 275 955 • Land Rover Vaasa Autot Oy puh. 06 418 111 • Land Rover Rovaniemi Autot Oy puh. 09 158 880 • Land Rover Jyväskylä Autot Oy puh. 014 300 400 • Land Rover Kuopio Autot Oy puh. 017 954 2000

Ayers No.1 Secondary imagery



Ayers No.1 Upside down