

Local Locale

Come in, we're open.

Lillian Woodard
Magazine Portfolio

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RATIONALE

Local Locale involves everything I am passionate about: copywriting, layout design and small, local businesses. It also allowed me to take my own photography and reach out of my comfort zone to conduct interviews. With three stories, 20 pages and many hours of design, Local Locale has let me do everything that I love and want to continue to do in my career.



*Local
Locale*

GOALS

- 1 Create a full magazine from start to finish, with research, interviews, design and marketing.
- 2 Conduct research and build relationships with the businesses to accurately represent them in each story.
- 3 Convey a magazine that is enjoyable to read while keeping it concise.

2 interviews

2 photoshoots

3 stories

20 pages



One Final Magazine

STEP ONE

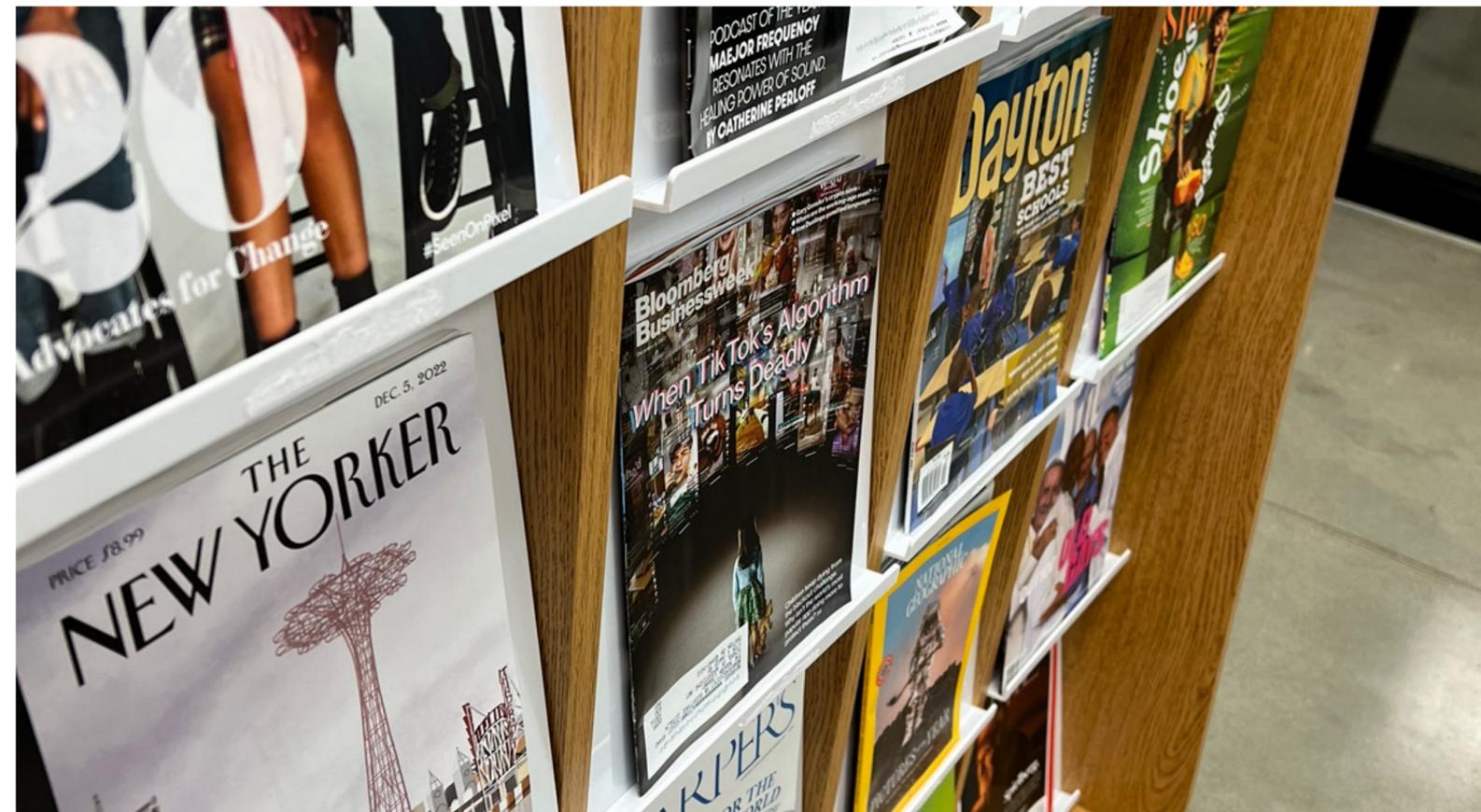
Writing the Stories

RESEARCH

About Magazines

Magazines are all around us, in print and online, making it easy to see references and find inspiration. It was difficult, though, since my magazine is only three stories long instead of typical magazines, so I had to figure out how to make it work with only 20 pages.

Lots of online searches and flipping through physical magazines helped me figure out what I wanted my magazine to look like. And, of course, feedback from my mentors!



RESEARCH

About the Businesses

Deciding on the perfect businesses for the magazine was no easy task. But once I had the businesses chosen, it was a whole different game. I chose Tony & Pete's through a teacher recommendation, Dorothy Lane Market because of its history, and Space Three through a previous connection and interest in the business.

Tony & Pete's is still very new, so there isn't a lot of information about them. I read the articles that were available and studied their website, so I was prepared for the interview and to write the article.

Space Three had more information online, and I read a lot of previous articles about the business, along with all the information about the business on their website.

Since Dorothy Lane Market did not have an interview to add to the story, I had a lot more research to do to figure out what the article was going to be about. Finally, after looking through the large website many times and reading other news stories, I decided that the best way to show off Dorothy Lane Market was to talk about their history and some of its accolades.



DOROTHY
LANE
MARKET



Tony & Pete's - Kathleen Roll



Space Three - Lindsey Deck

RESEARCH

Target Audience

While the magazine can be read and enjoyed by anyone, the main target audience is people aged 20-years-old to 35-years-old. They enjoy supporting small and local businesses but sometimes have trouble *finding* the businesses, especially when they're small and have little social media presence.

With a magazine highlighting local businesses, it gives this audience a place to start and a chance to support businesses they may not have known about.

Persona

Name: Michelle

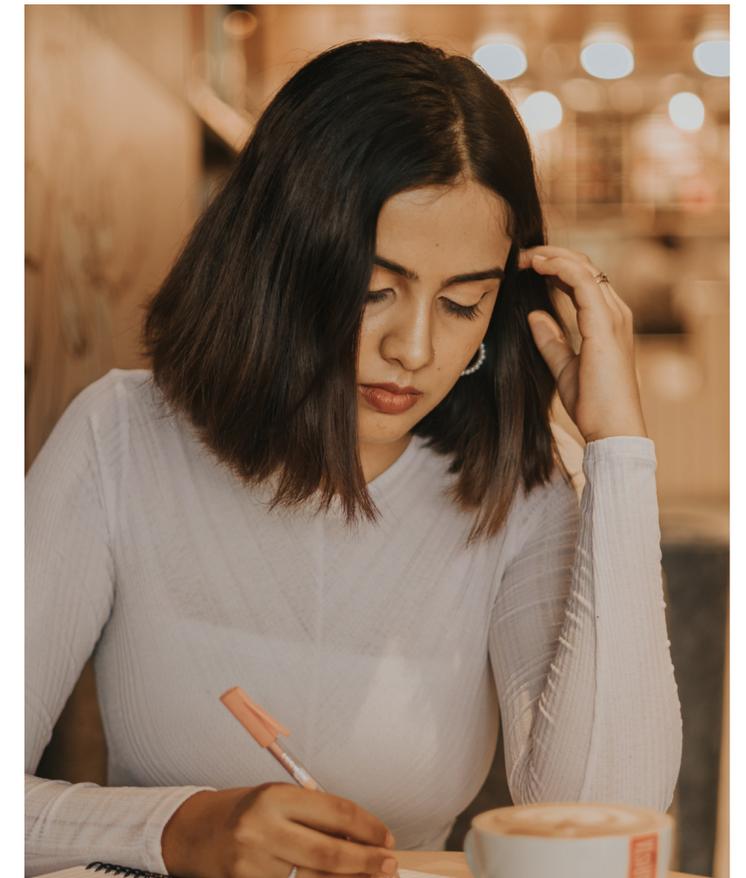
Age: 26

Income: \$60k/year

Favorite small business: A café that makes her favorite coffee

Michelle works remotely, so she needs to find a place to focus and get her work done. At her favorite small café, she can spend all day there and get things done while ordering snacks and drinks to keep her mind going. She loves supporting the café, so she wants to know other ways in the community she can support other businesses.

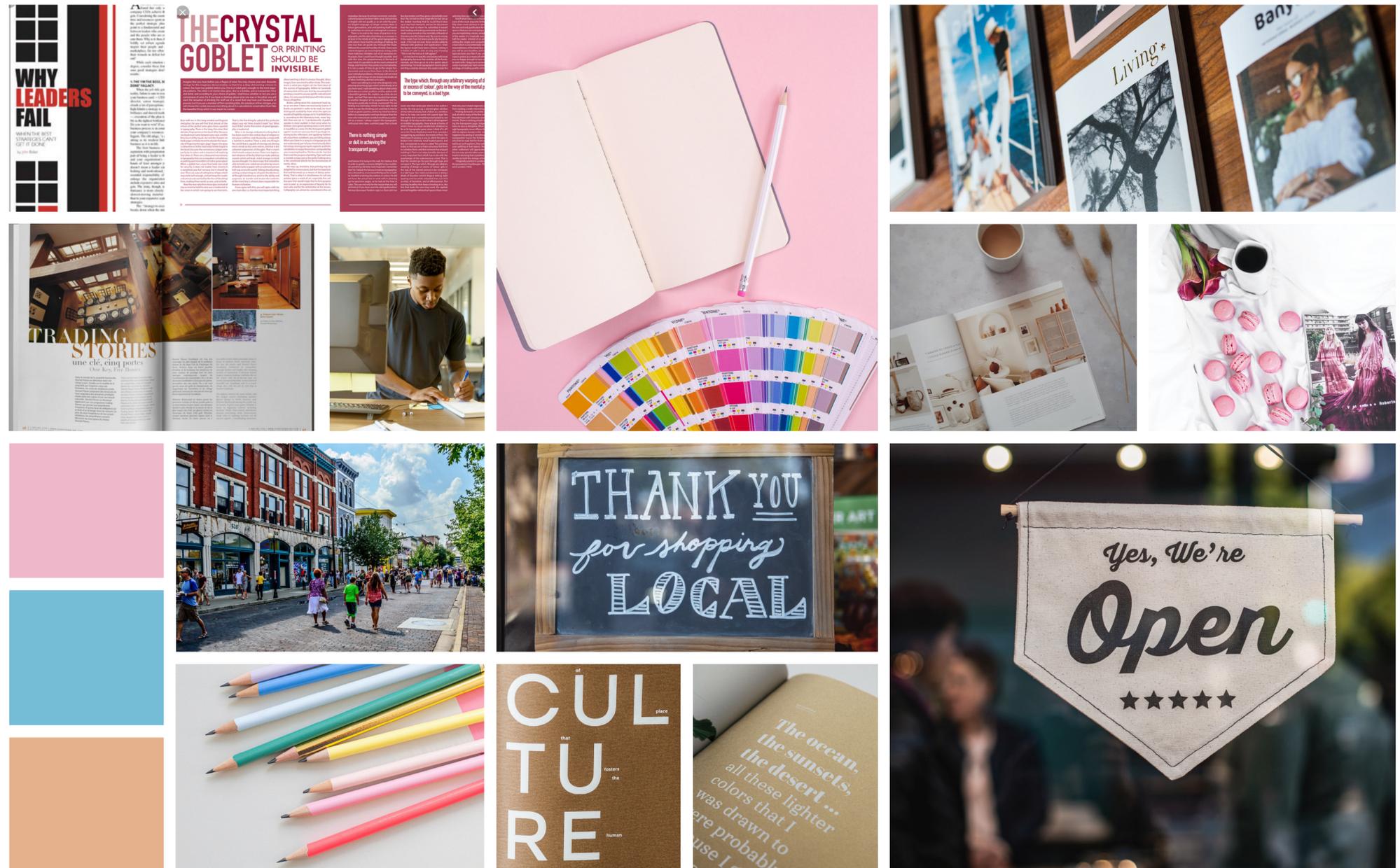
By reading Local Locale, she learns about other businesses local to her that she didn't know about and can easily support them online and in person.



MOOD & TONE

The concept **moodboard** for Locale Locale included a few different things. It shows photos representing the “vibe” I want, clean type styles, layout inspiration and colors. I wanted the magazine’s colors to be light, almost pastel, and the type to be clean and easy to read. While the “Local Locale” type is script, the rest of the body copy is a neutral font. By following the moodboard, I created a cohesive, fun layout design for the magazine, stretched through all three stories.

Like many magazines, the **tone** of Local Locale is informative and enjoyable. One of the magazine’s goals is to introduce these businesses to people and, in turn, get them to visit and support them. The informative tone tells the readers what they need to know with the facts. By keeping it interesting and enjoyable, the readers will not bore and have reasons besides facts to read the stories entirely: they like it!



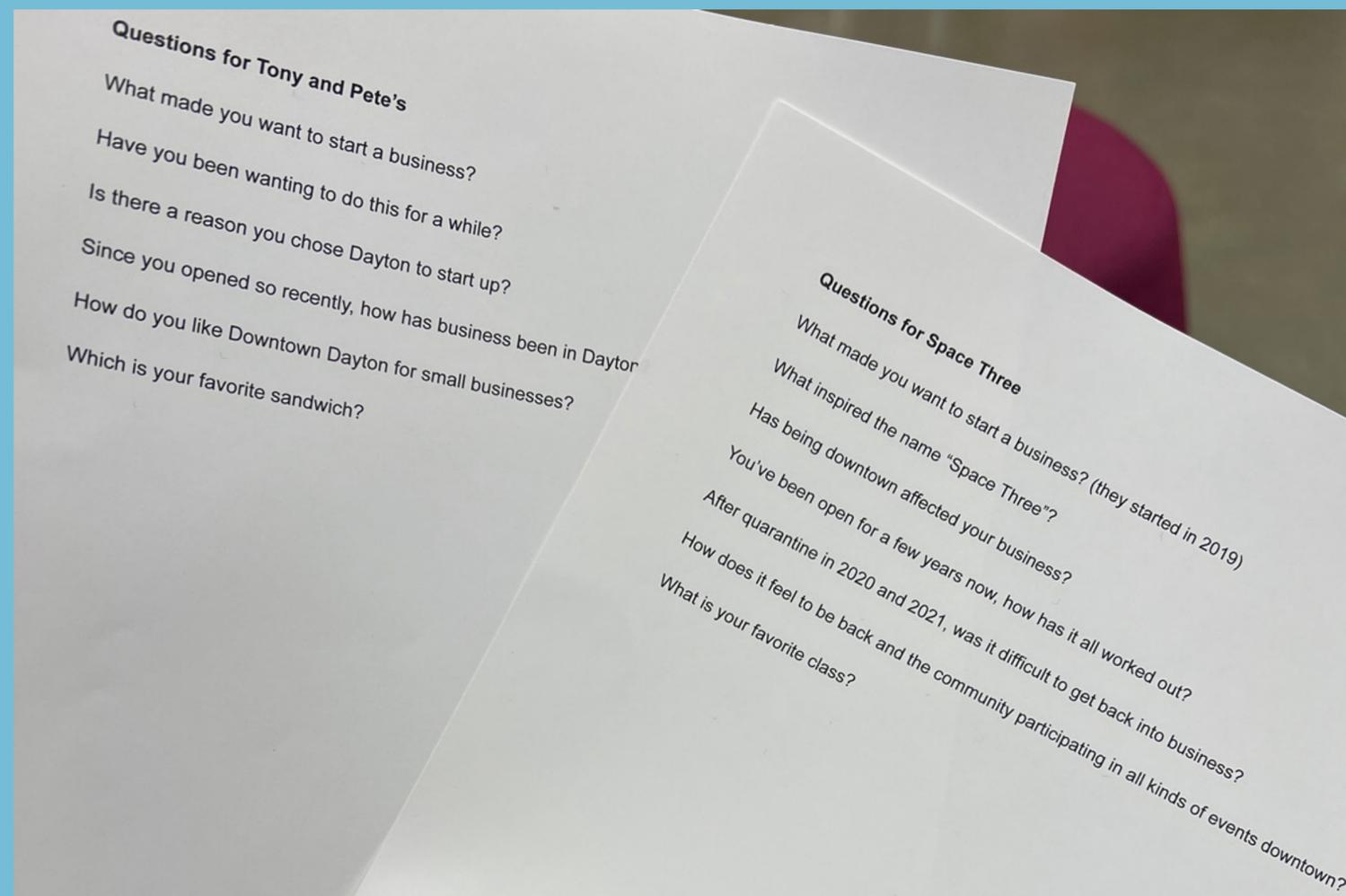
INTERVIEWS

Originally, I was going to have each article have an interview. But I realized reaching out to people and planning interviews is sometimes a much longer process than this project had the time frame for, so it became two interview-related articles and one non-interview. In the end, I think it worked out best so there was balance between the three stories, and they all didn't follow the same formula.

The balance between interview, non-interview and interview played well into the writing process, too, because I was able to work on writing the non-interview article while waiting for the interview days.

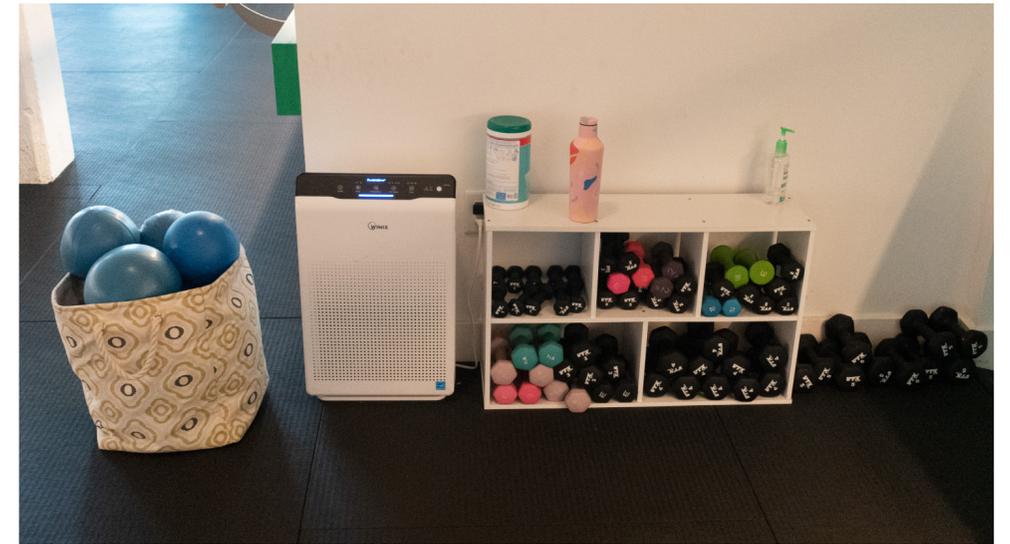
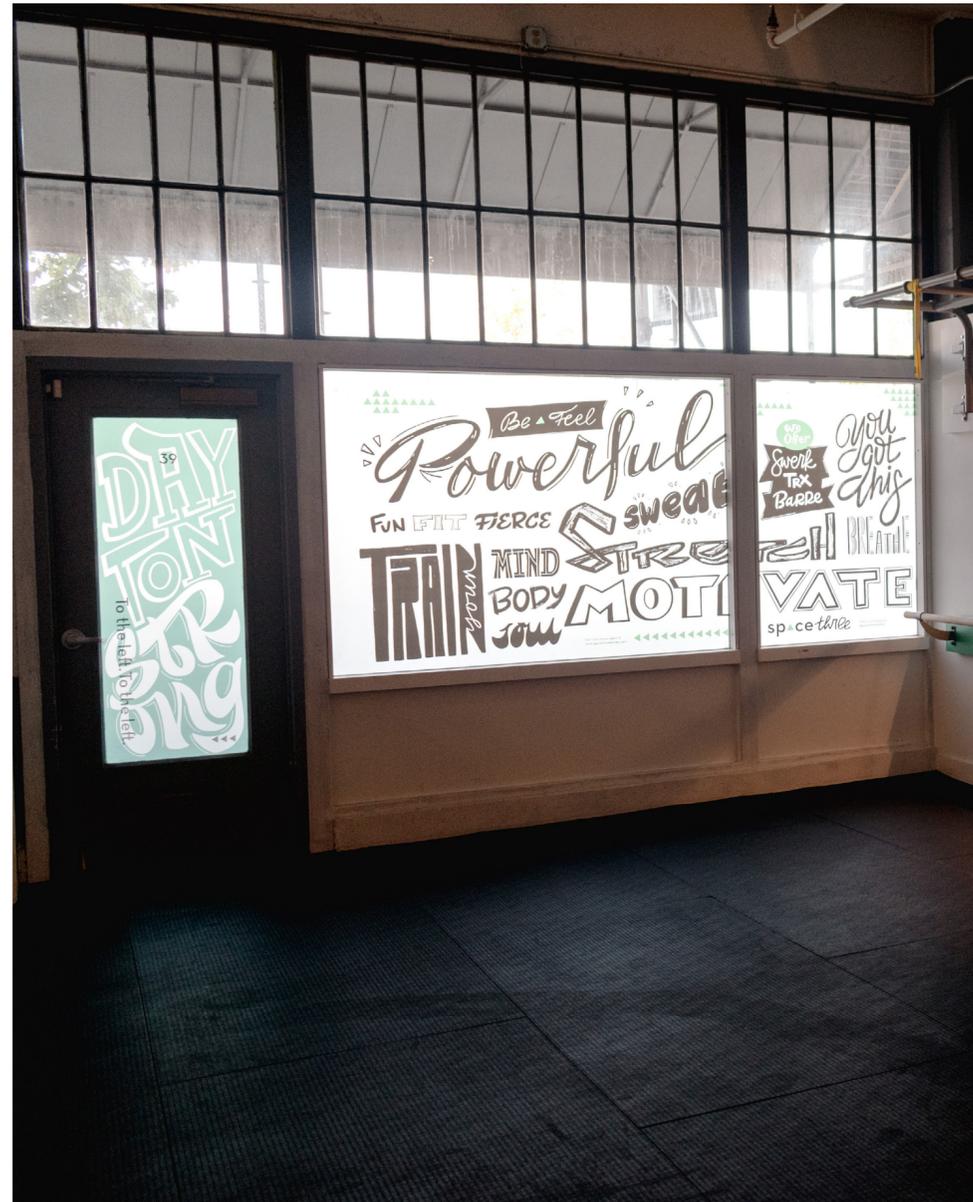
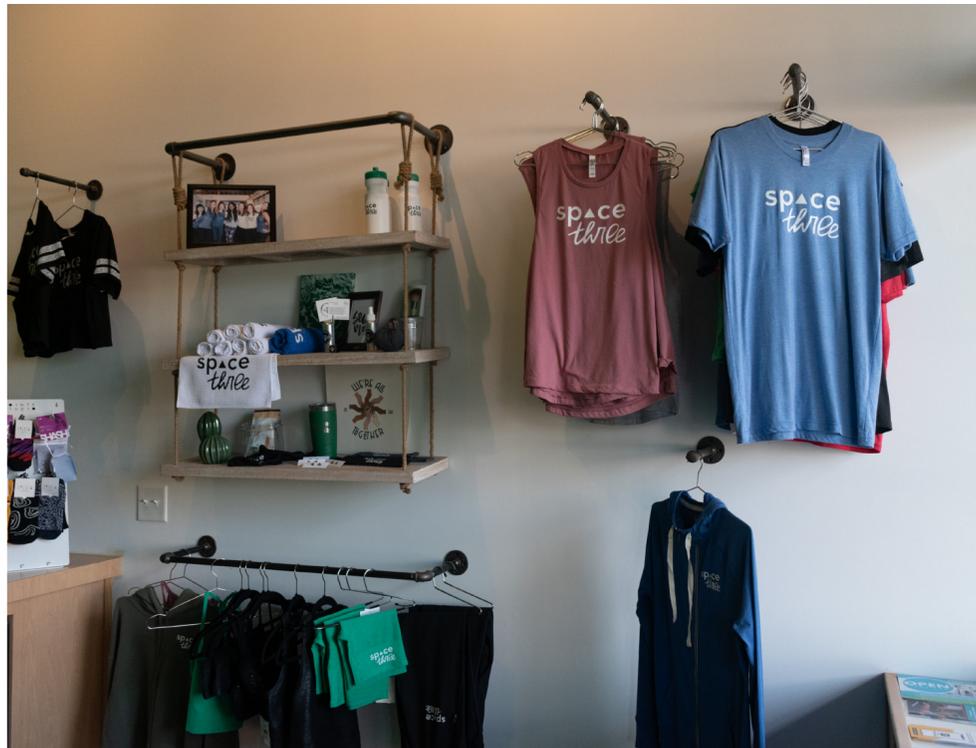
This project pushed me out of my comfort zone due to reaching out to the businesses and actually conducting the interviews. It was very worth it because it helped me work on that fear of reaching out to people and practicing my professional emails and communication, which are all skills needed in the workplace.

Both interviews were very different. One lasted only a few minutes, while the other was much longer. However, both provided a lot of information to use in the stories to advertise Tony & Pete's and Space Three in Local Locale. They were awesome people to work with and I'm so happy they are in the magazine!



PHOTOGRAPHY

During school, I have not had the chance to do as much photography as I wanted to. This project was perfect to take photos outside of a studio and get more experience taking the photos, editing them and implementing them into the layouts. It was important for me to take my own photos because then I could get the exact shots I wanted and knew what to look for when I took the pictures. However, for Dorothy Lane Market, I used pictures from their website to work with already shot photography.





WRITING

One of my favorite parts of the project was actually writing the stories for the magazine. I've loved writing little stories for years, so getting a chance to show my love for copywriting was very cool. Though creative writing is different from copywriting, there are points of crossovers and skills required to write both styles.

This year, I'm in a copywriting class learning to write in the Associated Press (AP) style, meant for journalism and advertising writing. Overall, it's not that different from "normal" writing styles, but it was important to me to learn the differences and the rules of AP style since copywriting is a very important aspect of design jobs. The hardest difference for me to remember is that the AP style does not use the oxford comma, which is a hard habit to break.

I wanted the articles to be as perfect as possible. It went through Google Docs spell check, Grammarly, InDesign spell check, my editing and one of my mentor's editing (who is the copywriting teacher) to catch the AP style errors. The editing was a critical process and helped make sure the stories made sense and followed the correct style. In the end, I'm very happy with how the articles turned out and hope to do more copywriting for work in the future.



STEP TWO

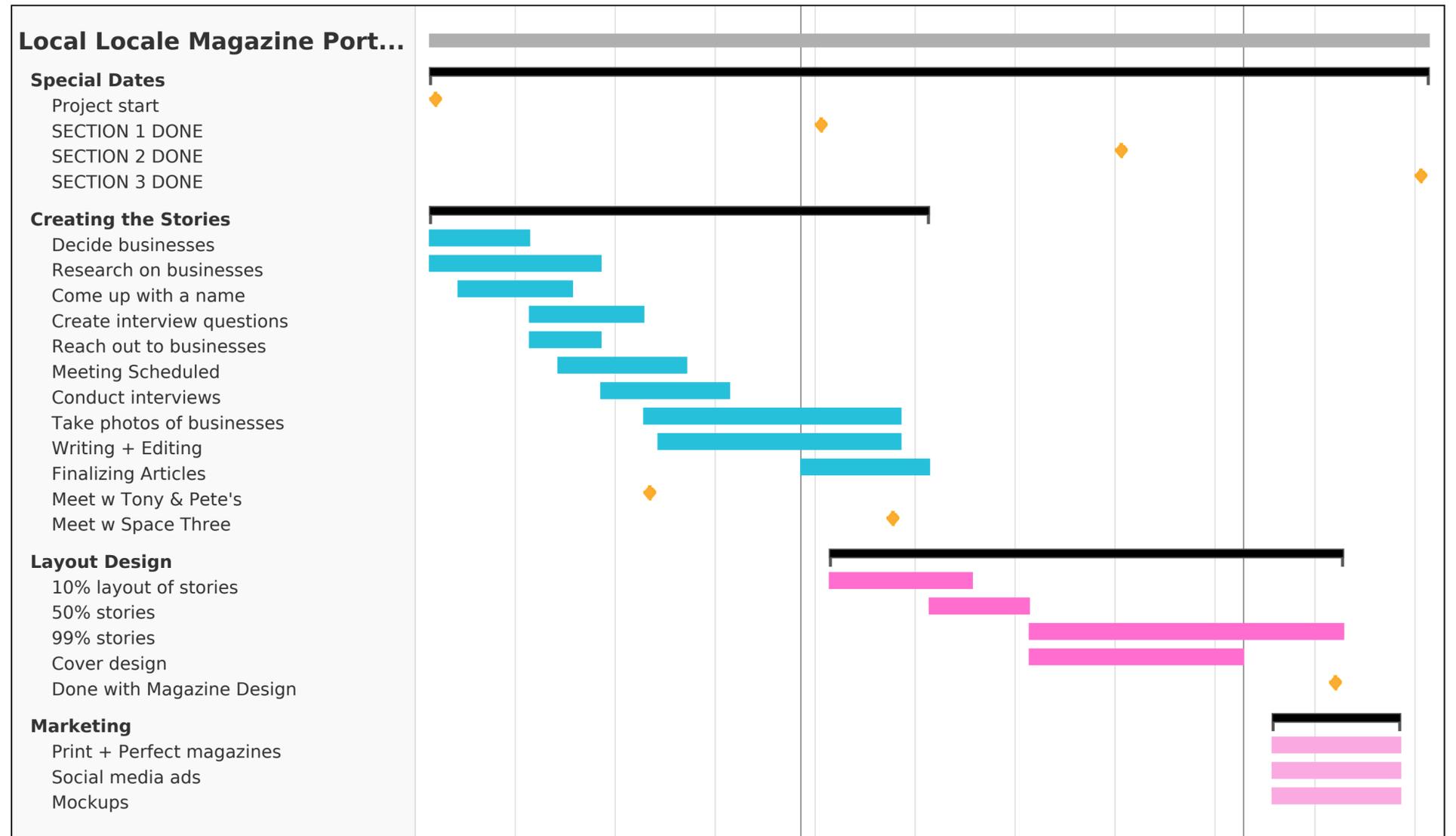
Designing the Stories

THE PROCESS

Starting a magazine from scratch was not easy. I had to figure out my magazine branding, the color palette, the body copy and headline styles, the order of everything and how to even start laying things out.

I started with the Dorothy Lane Market story because it was the first I finished writing. Plus, with the simple colors and photos from their website, it would be a good starting place. I took inspiration from what I learned from work and previous projects to make it editorial. From there, with feedback from my instructors and mentors, things got easier as I moved through the rest of the magazine. I settled on different styles for each story and brand, and it went through many rounds of revisions and feedback, but it would not be the same without it.

Originally, Local Locale was 28 pages long. But it felt like there was a lot of empty space, and I was adding random things. After taking a step back and discussing it with my instructors, we decided to cut the “extra” stuff to make sure it wasn’t being stretched just for the sake of being stretched. The final magazine is 20 pages long. These 20 pages represent exactly what I wanted to show between the three businesses and the brand of Local Locale itself. The process was difficult but so worth it in learning so much more about layout design, copywriting and photography, and perfecting it to every detail that I wanted the magazine to have.



My gantt chart.

ELEMENTS

Imperial Script

Lato Light
Lato Light Italic
Lato Regular
Lato Italic
Lato Medium
Lato Medium Italic
Lato Semibold
Lato Semibold Italic
Lato Bold
Lato Bold Italic

Used for headlines:

Jubilat

Songti SC

Market Pro

Brand Colors



Dark Blue
Hex: #24549f
CMYK: 94, 76, 4, 0



Light Blue
Hex: #75bcd6
CMYK: 52, 10, 10, 0

For the header of Local Locale, I chose a big script font that was still easy to read. One worry was using a script font that made the L look like a Y, so that was something I was aware of when choosing my font. Since it is only used in large type settings, I thought it was easy to read and good for sprinkling in differences in the magazine.

The body copy is Lato, which is one of my favorite fonts to use in large amounts of body copy. It's easy to read, sleek and has a ton of different weight options. It is used throughout the whole magazine, keeping it consistent for every story.

I used a few extra fonts for the titles of each story, depending on the mood I wanted and what fit with the businesses. Though they only appear once in the magazine, they round out the stories and give a sneak peek of what to expect solely with the type of font it is.

The magazine's brand colors are inspired by my personal branding, especially the light blue. It started as the same blue, but I did darken it for legibility purposes and differentiation between my personal brand and the magazine's brand. The dark blue is to contrast the light blue and is used sparingly throughout the magazine. Each story has its own colors based on the businesses' branding.

LAYOUT

I wanted all three stories to feel different, but I wanted them to all be editorial like you would see in a fully published magazine.

Dorothy Lane Market was inspired by a magazine at Xylem with some of the styles I was taught, like the gradient and photo styles. Since I was limited on photos, I had to use them wisely and make sure they fit well into the story.

With Tony & Pete's and Space Three, I decided to go a different route in the layout since I had my own photos to highlight. I wanted to show off all the different aspects of the businesses while relating the pictures to the stories. Tony and Pete's has very bright colors, and I wanted to use those along with the exciting photography of the store and products.

Space Three is the longest story, with three spreads total. This allowed me to expand on the layout, and it worked out well that Space Three was longer because I had many pictures I wanted to place in the design.

I love the spreads and stories, and I'm very happy with how they came out. The spreads work together while also standing alone but relate to Local Locale's brand with the body copy style and the style of displaying pictures.



LAYOUT



WELCOME to Downtown Dayton

Flashback to a classic grocery store to pick up your favorite products and delicious sandwiches!

Starting Up

July 1, 2022, marked the opening of Tony & Pete's in Downtown Dayton. Honoring their fathers, Kathleen Roll and Justin Simmons run the operation together after a year of working to create the business. Roll focuses on the front-of-house responsibilities like customer service, while Simmons handles the back-of-house responsibilities like sandwich creation, but they split the duties when needed. "We kinda found that as small business owners, if something needs to get done, it's not gonna happen unless you make it happen," Roll said. They do have a handful of employees and are starting to let go and trust more, which is the hardest part about being a business owner.

In the bright store, located on East Third Street, they offer grocery staples and a variety of sandwich types with indoor and outdoor seating to enjoy the sandwiches, snacks and a cold cocktail. Tony & Pete's is designed to look like a retro, classic grocery store and is much bigger inside than you would expect. From the colors used to the design of the logo and various signs, it feels like walking back to the '50s when entering the store. They value the hand-drawn lettering on their signs and the top of the coolers, and it's easy to see the amount of love that went into the creation of the store.

There are two sides to Tony & Pete's: the grocery and the sandwiches. The front half of the store focuses on grocery items, fresh and packaged, ready for purchase, while the back half is more focused on the sandwiches, other prepared food and drinks.



Community, Persistence, Variety.
Space Three Has the Space for It.

Space for History

Coming up on its three-year anniversary, Space Three is a gym with many different kinds of classes, workouts and events for people of any age and past workout experience. Lindsey Deck founded Space Three in November 2019, just four months before the shutdown for COVID-19. Deck got the inspiration to open Space Three while she was in law school and attending a yoga studio to de-stress. She said, "I'd love to have my own space like that because I enjoyed it a lot, I got a lot out of it, I liked being with other people and the community aspect of it." A few years later, after life settled down, she decided to make it happen.

Originally, Deck wanted to buy into a franchise instead of being an independent gym. Between her husband and the Downtown Dayton Partnership, she decided that opening her own studio would be the best way to do it. This way, she wasn't tied to a brand, could add classes whenever she wanted and run any specials.

Deck and her dad, a general contractor, started scouting for places downtown that would fit her ideas. While a lot of spaces were a bigger project than either of them were thinking, they found their home on 39 S St Clair St. The project was still big and took a lot of work, but the building fulfilled all her requirements, which made it easier. They jumped on the opportunity with this space and thought, "Let's sign the lease and let's see where it takes us." Now, almost three years in, Space Three has seen and been through a lot but, it is still going strong!

FINAL DESIGN

Once the magazine was finished, I moved on to how to market it and display them. Before getting into the final step of marketing, I created mockups for the magazines. From a stack, to some pages shown, to a fully functional flipbook website, there are many ways to view the magazine. (More information on the website on page 25.)



FINAL DESIGN



FINAL DESIGN



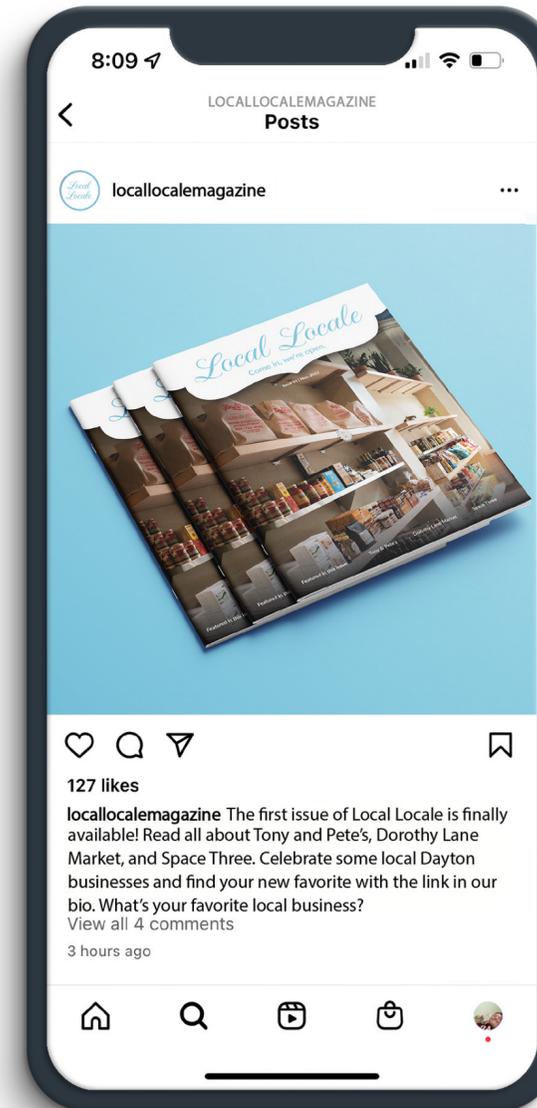
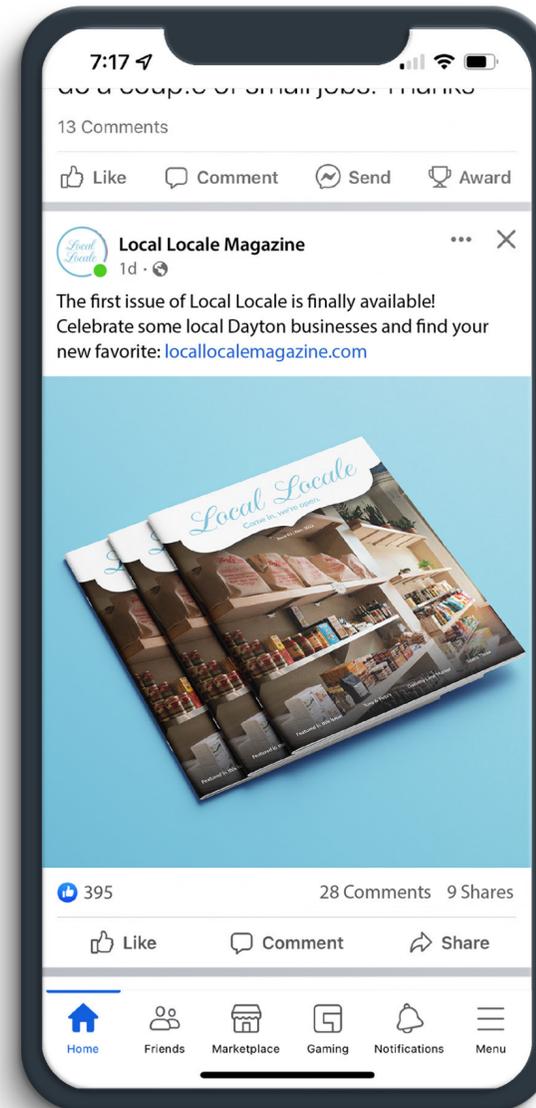
STEP THREE

Marketing the Stories

SOCIAL MEDIA

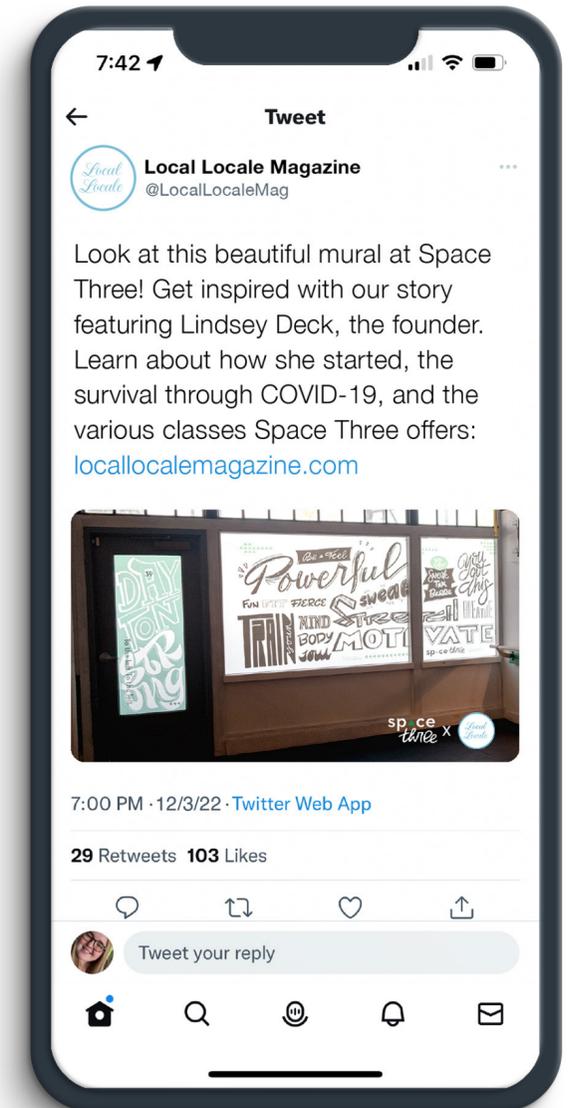
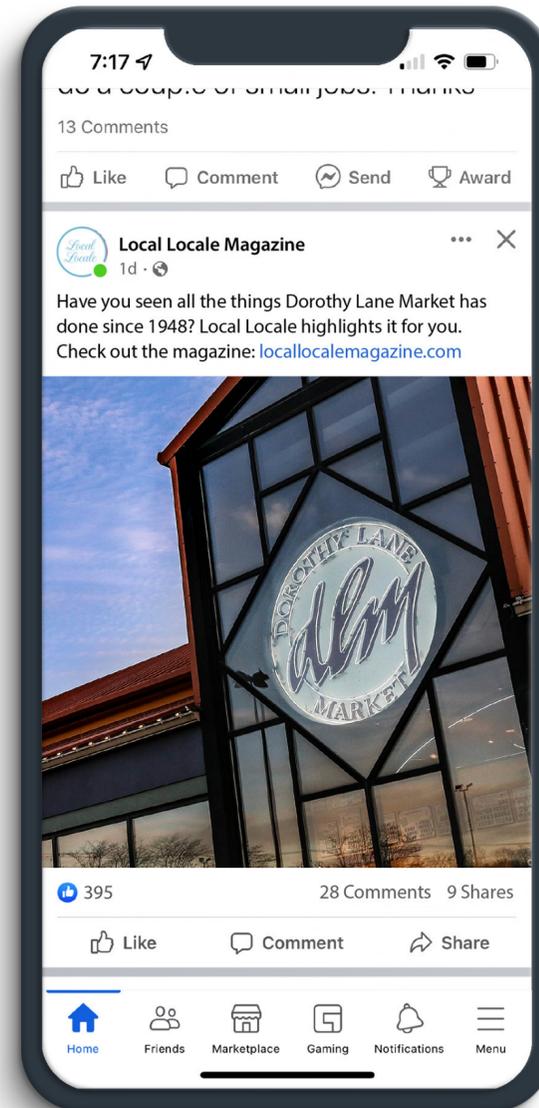
Marketing the magazine was very important to me, and I built time into the project to show off examples of how I would market it. I took a social media class last year and learned a lot, and as social media is so important in marketing today, I wanted to show I know how to do it. I created a few different ads for Twitter, Instagram and Facebook because while they are similar, there are different tones between the platforms and ways to get engagement.

The first set of ads is advertising the actual magazine and the website to view online. Again, with similar captions, they do vary from each platform to fit the style.



SOCIAL MEDIA

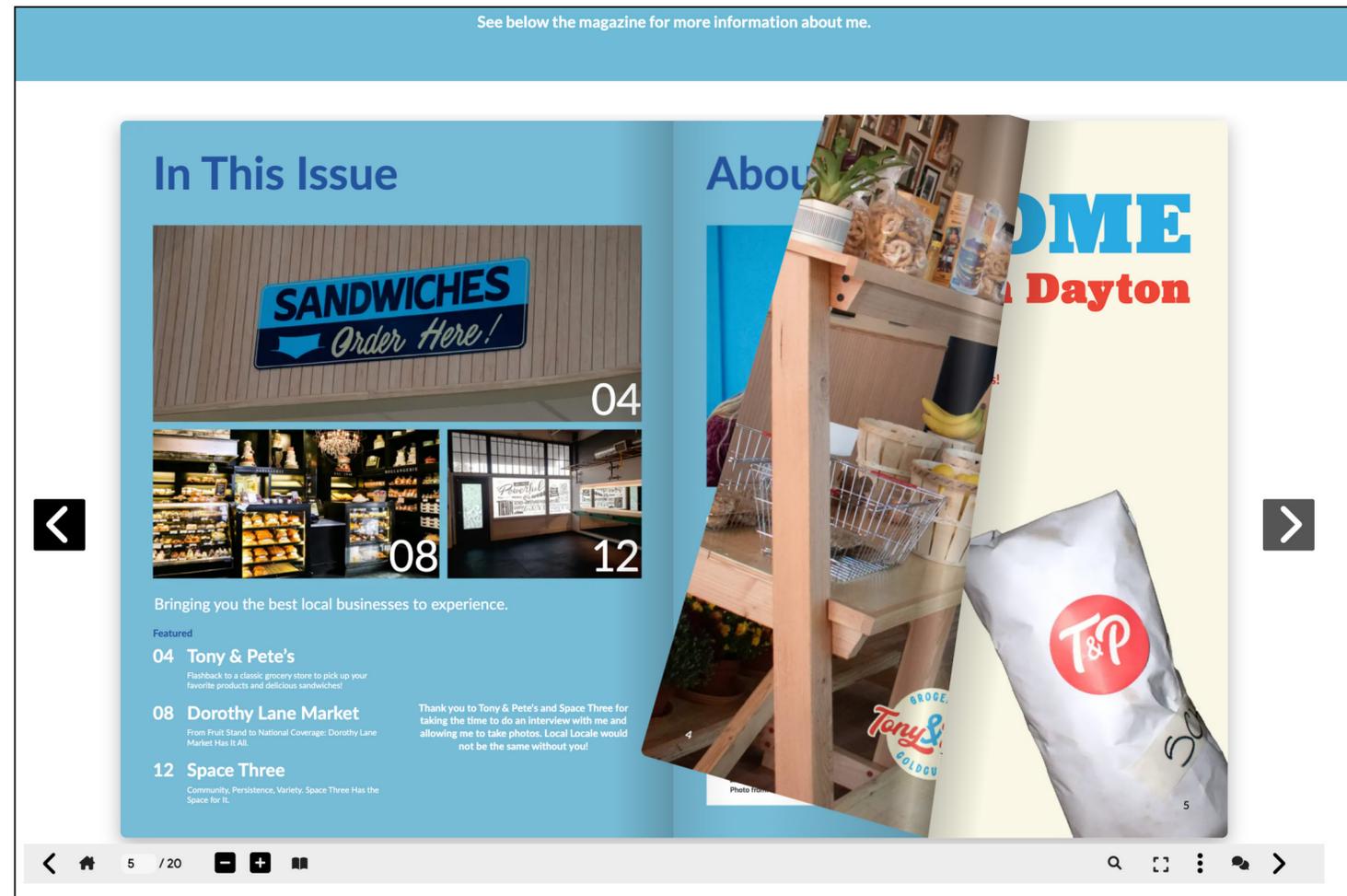
The second set of ads is advertising the individual stories, one for each platform. This would be expanded to have each ad for each story run on every platform, but I stuck to one for time's sake, and it was shown in the first set how they translate across the platforms.



WEBSITE

Having a website was also very important to me. Sure, the magazine is on my full portfolio site. But I knew from the first week of this project I wanted Local Locale to have its own website to show off the magazine and easily provide to people without having to go through my whole portfolio website.

I bought the domain and created a simple website on Wix with a flipbook plugin. This was also a challenge because I struggled to find a good flipbook creator that wasn't as expensive as running the website itself! Finally, I found that Wix offered a flipbook plugin.



LocalLocaleMagazine.com

CONCLUSION

WHAT I LEARNED

This project taught me a lot about magazines, layout design, photography and copywriting. I knew from the beginning that I love to write, so how hard would it be to do a few interviews and write a couple of stories? I definitely underestimated it and realized quickly that it was not as easy as I expected, but I loved creating it nonetheless!

I learned a lot about layout design. Currently, I do a lot of layout design in work and in classes at school. But designing a whole mini-magazine from scratch with a nonexistent brand identity is not a walk in the park. Through trial and error, though, it fell into place, and I am proud of the magazine. There were many frustrating moments, but this process and the final product would not be the same without those hurdles and learning to overcome them.

Thank you for checking out my magazine!



Local Locale

Thanks for shopping!

LillianWoodard.com