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GRIN Verlag GmbH Mrz 2011, 2011. Taschenbuch. Book Condition: Neu. 212x149x12 mm. Neuware - Intermediate Examination Paper from the year 2011 in the subject Design (Industry, Graphics, Fashion), grade: 1.3, Berlin Technical University of Art - private university for design, language: English, abstract: Magazines today face unique challenges: Readers have learned that free, high quality content is ubiquitous on the Internet, that design is more than just an appealing layout, that attention spans are dynamic and media choices are overwhelming. The start of the iPad and the tablet device market leads many magazine producers to embrace this technology, from The New Yorker and TIME Magazine to Wired and Vogue. But doubts remain: Here comes another new market of media gadgets to challenge existing print magazine brands. How does it impact the way readers consume media Will it be a vehicle for existing brands, or will it mostly spawn new ones Will readers follow up on their online subscriptions when a free digital magazine is just a click away These challenges need to be addressed, and by highlighting the differences between the iPad and old media print magazines, it can be shown that magazine producers can certainly use this technology to their advantages. Bringing an existing magazine brand to the iPad may mean rethinking reader participation and experiences, the creative process and workflow of an editorial team may have to be reshaped, and the editorial design reinvented. Never have readers been more entitled to influence their media mix, but where can media producers draw a line Apple s tablet device is unique in that it combines a specific set of features on a particularly restrictive platform, and in its reception by a worldwide audience. It is especially this device that may help magazine producers take the next step in the evolution of...



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