Bird’s eye view of design 2012 to 2020

Cath Caldwell: Editorial design lecturer
Where have we been?
Where are we now?
Looking forward
2008 Decline in news advertising continues
2010 iPad launched
2012 News Apps predicted as next big thing
2012 ‘Flat is the new up’ digital predicted to outsell print
2013 Challenge of multiple device & formats
2014 Monetising digital proved difficult
2015 iPad sales down
2015 Small independent mags thrive in UK
2016 World issues – Syria, US election
For the future? Be nimble. Embrace the changes that are to come.

Kai Brach, Publishing entrepreneur *Offscreen*, Sept 2014
Independent view: Scarlett

Scarlett Evans Winner of the Sony World Photography Organisation Student Focus award
“Ladybeard takes the form and format of the glossy magazine but revolutionises the content.

Mainstream media has created a culture of self-hate, it confines our gender, sexuality, dress-size, pigmentation imagination and aspiration. We platform the voices of women you won’t hear in women’s magazines....”
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Eat Me

Francesca Fattori
Gratuitous Type: Typographic Smut

Elina Schlenker talks design, print and the titillation power of type.
Scott Dadich
We can take a deep breath when something happens, sit and talk about what that means for the Wired world and what the Wired perspective is going to be before we push the button.

A lot of media feels obligated to rush to publish.... But the norm is that we’re taking our time to publish the best content for the Wired audience.
Apple reports decline in revenue from iPad sales 2012 to 2015

and faces competition…

Source: Apple reporting: Jackdaw and Business Insider UK
Issue about ‘the catastrophe that has fractured the Arab world’ over the past thirteen years: a single 40,000 word piece of journalism by Scott Anderson with twenty black-and-white photographs by Paolo Pellegrin. The design, by Matt Willey, is book-like with austere monochrome typography and bold title pages that fit the mood of the story. The issue runs with no advertising.
PART II: THE IRAQ WAR

2003-2011
Weirdly, newspapers are now luxury items – it’s no longer a daily ritual, buying one and sitting down with it feels like a treat, and I also wanted this to come across in the design.

Jon Hill
To document the supply chain of international humanitarian aid, American photographer Matt Black first travelled to the UNHCR's huge logistical hub in Dubai; he then documented the delivery of the aid by plane in South Sudan, which has endured conflict since its creation in 2011.
“A healthy exchange between established publishers and small independent publishers. Each learn from the other.”

Jeremy Leslie, MagCulture
“2016 will continue the trend of established corporations buying independent user-experience design and consulting agencies and putting them to work on in-house products.”

Brian Lucid, College of Creative Arts, Massey University
First year student work

Two week editorial design project
creative conscience brief:
2 graphics and
2 fashion communication
first years
PRINT MATTERS

Graphics project with both print and digital outcomes in two weeks
Following the ‘no more stuff’ approach the research theme in graphic design is not just about solving commercial problems:

“Design which takes as its primary driver social issues, its main consideration social impact and its main objective social change”

(Gamman & Thorpe, 2006, 2011)
2016 Sales of Ebook down*
2016 Reportage revalued at NYT**
2017 Responsive typefaces in development
2018 News will be fuelled by Brexit woes
2019 ‘Messy’ global problems continue to need the skill of the newsroom for analysis
2020 Ten year anniversary of iPad

*Guardian Online **EYE magazine
thanks

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