

Bird's eye view of design 2012 to 2020

Cath Caldwell: Editorial design lecturer

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Where have we been?

Where are we now?

Looking forward

Where have we been?

- 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.

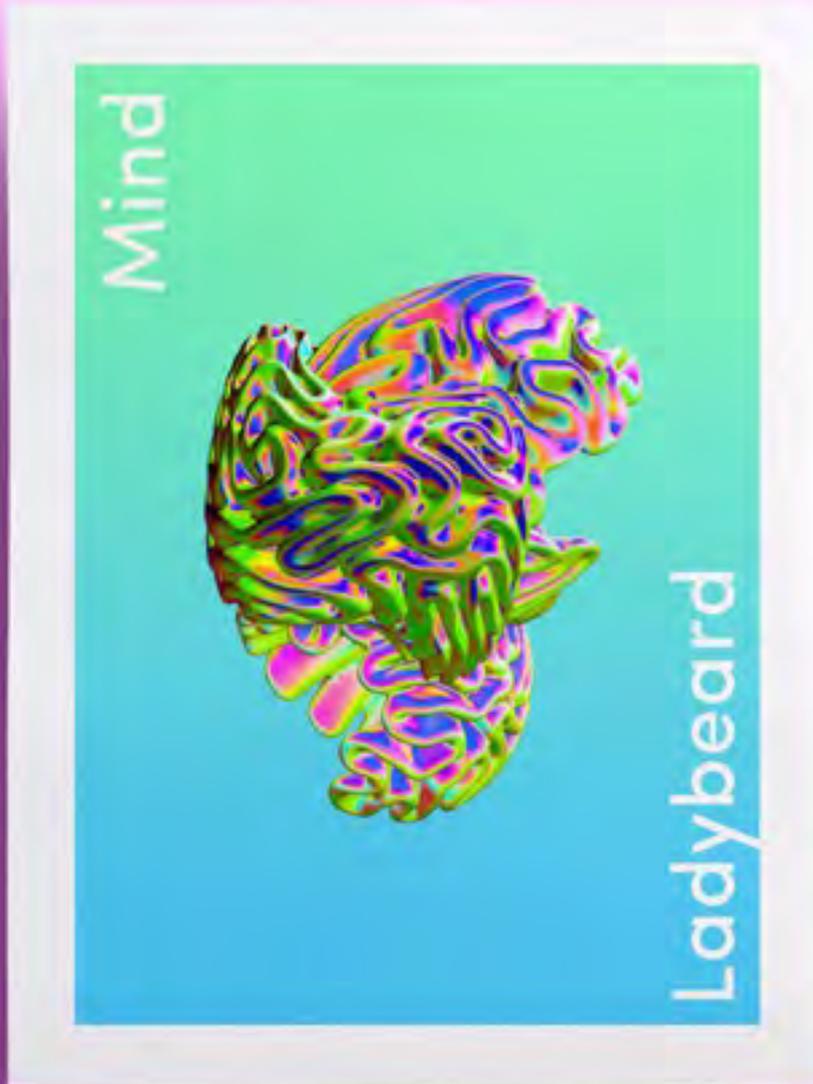
Kai Brach, Publishing entrepreneur *Offscreen*, Sept 2014



Independent view: Scarlett

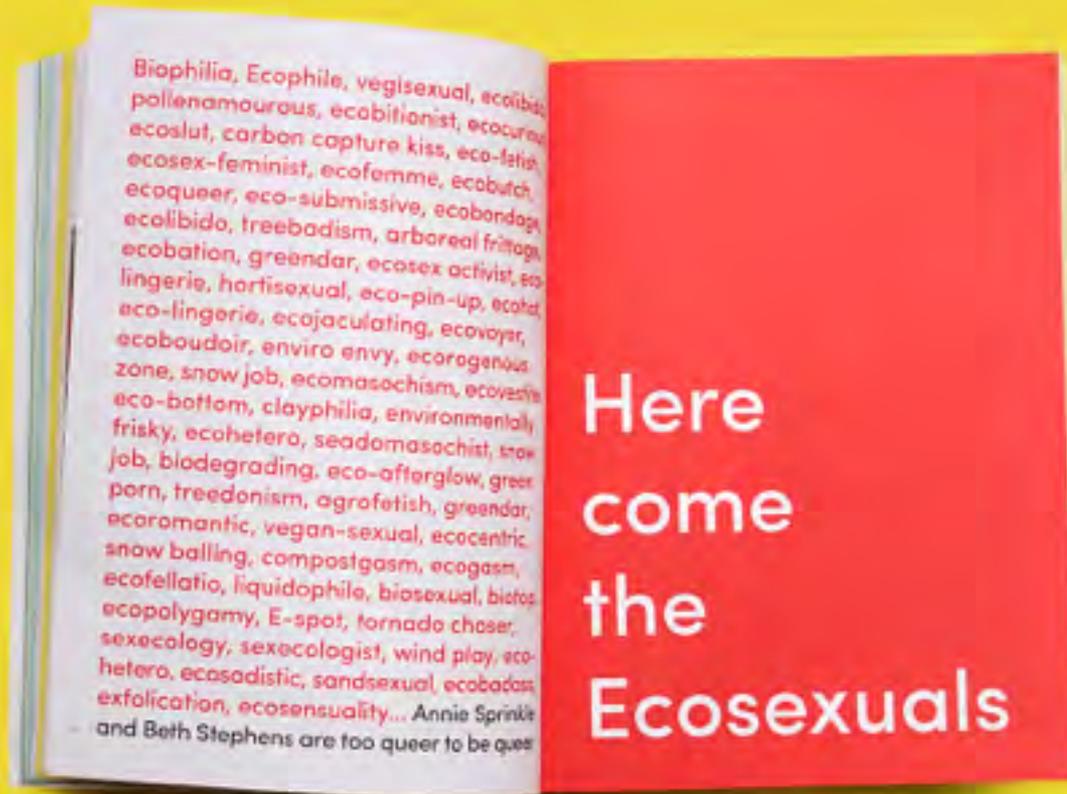


Scarlett Evans Winner of the Sony World Photography Organisation Student Focus award



“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....”



Biophilia, Ecophile, vegisexual, ecolibido,
pollenamorous, ecobitionist, ecocurious,
ecoslut, carbon capture kiss, eco-fetish,
ecosex-feminist, ecofemme, ecobutch,
ecoqueer, eco-submissive, ecobondage,
ecolibido, treebadism, arboreal frisson,
ecobation, greendar, ecosex activist, eco-
lingerie, hortisexual, eco-pin-up, ecostat,
eco-lingerie, ecojaculating, ecovoyer,
ecoboudoir, enviro envy, ecorogenous
zone, snow job, ecomasochism, ecovesite,
eco-bottom, clayphilia, environmentally
frisky, ecotetero, seadomasochist, snow
job, biodegrading, eco-afterglow, greer
porn, freedonism, agrofetish, greendar,
ecoromantic, vegan-sexual, ecocentric,
snow balling, compostgasm, ecogasm,
ecofellatio, liquidophile, bisexual, biotop,
ecopolygamy, E-spot, tornado chaser,
sexecology, sexecologist, wind play, eco-
hetero, ecosadistic, sandsexual, ecobadass,
exfoliation, ecosensuality... Annie Sprinkle
- and Beth Stephens are too queer to be queer

Here
come
the
Ecosexuals

We platform
the voices of
women you
won't hear in
women's
magazines....”

Eat Me



Francesca Fattori







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...

The New York Times Magazine

August 14, 2011

FRACTURED LANDS

More than a decade of war, terror and revolution has left a trail of ruin in the Arab world. This is the story of how a region came apart, seen through the eyes of six people whose lives were changed forever.

By Scott Anderson

Photographs by
Paolo Pellegrin



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.

Source EYE magazine Simon Esterson’s Design Director: Gail Bichler. Editor: Jake Silverstein.



PRINCIPAL CHARACTERS

LIBYA



Majid al-Mangowsh, 55. An ex force commander with a rebel following.

EGYPT



Laila Bevel, 45. The matriarch of a prominent academic family.

SYRIA



Majid Ibrahim, 24. A college student caught in Syria's "Shalawat."

IRAQ



Wahid Rasani, 22. A Shia militant recruited by ISIS.



Azad Mirzani, 41. A Kurdish doctor on leave to battle ISIS.



Khawar al-Balwi, 26. A woman's rights activist targeted by militants.



Telegraphmagazine
15 August 2016



A world on the move

The refugee crisis seen through the eyes of Magnum photographers

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



Women in Garbat, South Sudan, work this year and earlier, given sacks of grain from the site of a UNHCR aid program, and the above right.



THE AID EFFORT
Dubai and South Sudan

PHOTOGRAPHER
Matt Black

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**

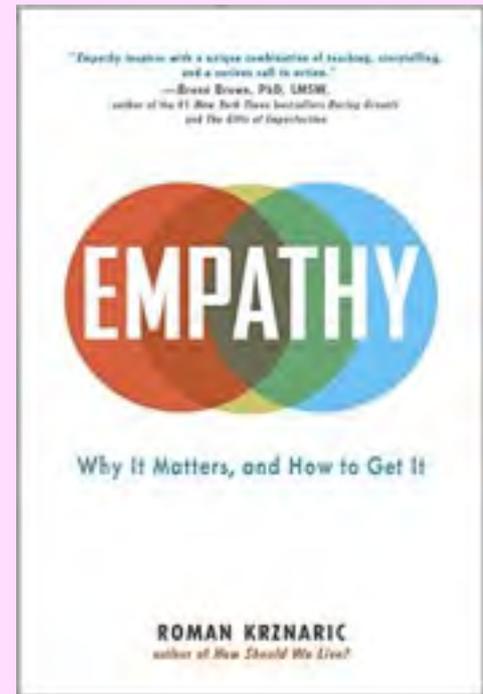
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**RESILIENT
FUTURES**
at The London Design Festival

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

thanks

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Thanks to all former students whose work is featured
Scarlett Evans, Lydia Blyden and Libby Tsoi, plus many more