

Project Three:

Family Therapy Magazine

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Magazine Redesign

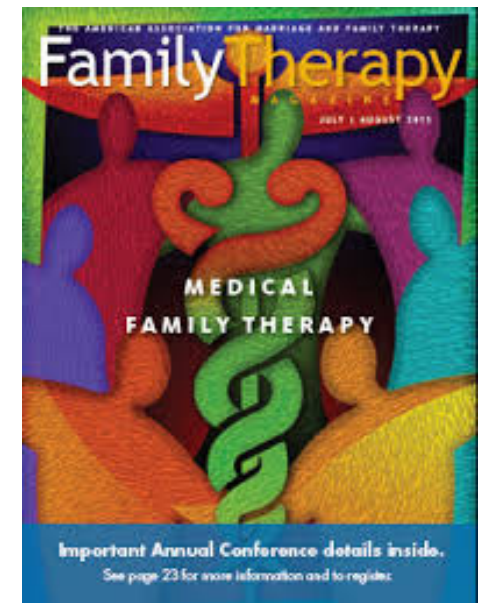
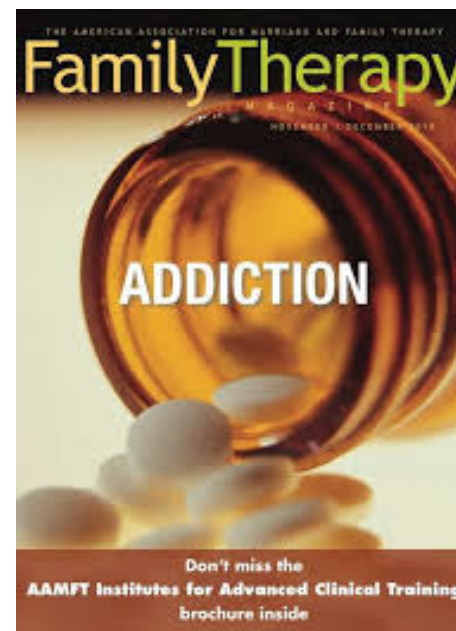
Research:

Logos and Branding

Current + Competition's Covers

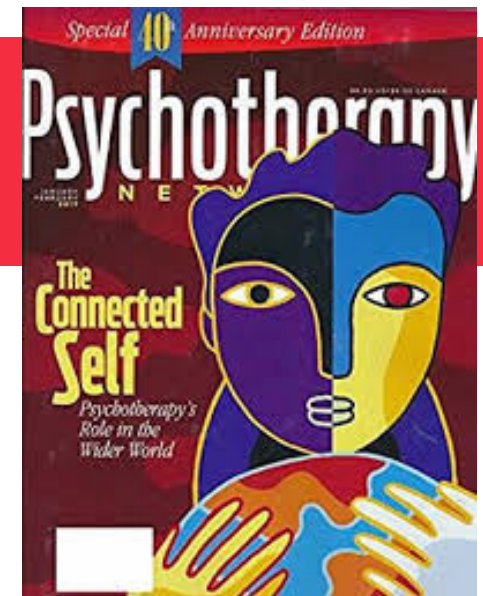
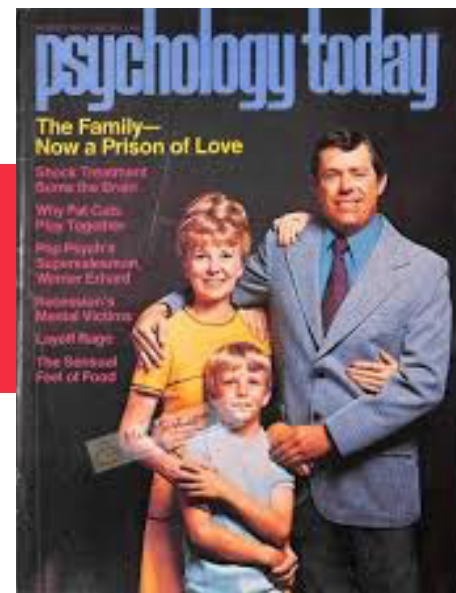
Target Audience & Purpose

Research:
Current Covers



Research:
Logos and Branding





Research:

Target Audience & Purpose

How and Who?

The official magazine of the AAMFT is printed bimonthly and circulated to more than 25,000 therapists and mental health professionals. The magazine reports developments in the field of marriage and family therapy, legislative and economic issues affecting families, and news from the AAMFT. This is the flagship publication of the Association and the premiere print opportunity for you to market products and/or services to members of the profession.

The target audience for the publication is professional therapists or people who have other therapeutically-based careers for which they are currently practicing. This means that the audience is educated and looking to learn more through this publication in order to stay up to date.

The Problem:

Family Therapy Magazine is not the only publication with the name of "FTM"

The Problem:

FTM has different meanings for different groups of people.

FTM means Family Therapy Magazine to those in the American Association for Marriage and Family Therapy, however in other communities it means Female to Male. There is a transgender magazine that is also called FTM. This makes it necessary to call the magazine by its full title: Family Therapy Magazine and no longer shortening it to FTM.

The target audience for these two magazines are very different as Female to Male magazine is for trans-gender or transitioning men and Family Therapy Magazine is for family therapists. Female to Male magazine is The worlds largest Transgender publication available in print and to download. We do not want either audience to be confused or disappointed.



Sketches:

Masthead

FamilyTherapyMagazine

FamilyTherapy
MAGAZINE

FamilyTherapy
Magazine

FamilyTherapy
magazine

FamilyTherapy
Magazine

FamilyTherapy
magazine

FamilyTherapyMagazine

FamilyTherapy
Magazine

FamilyTherapy
Magazine

FamilyTHERAPY
MAGAZINE

FamilyTherapy
Magazine

FamilyTherapy
Magazine

Mood:

Typeface

Color

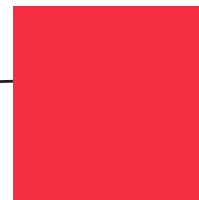
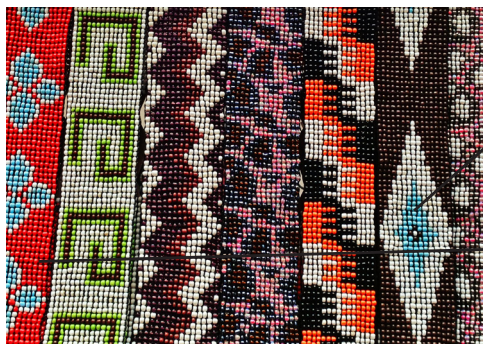
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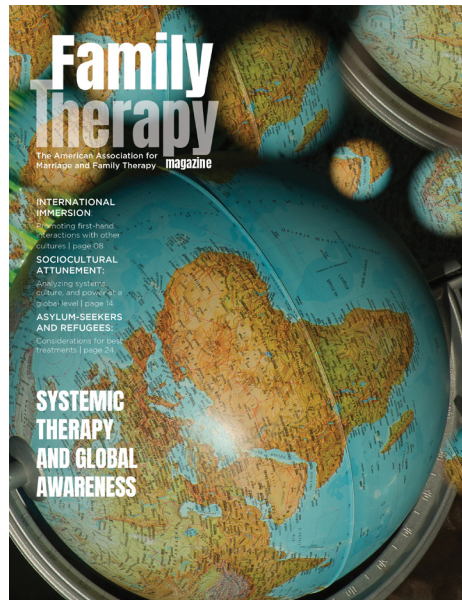
Gotham

I chose Gotham because of the large variation within the family. Gotham was used for article titles and the masthead. It fits the clean feel that I imagine for this magazine.

Garamond

I chose Garamond because it is a consistent and well-designed serif font for body copy. It goes with the professional theme of the publication





Cover Roughs:



Final:

Cover

Layouts

Cover Final:

