



✧ CASE STUDY ✧

Moving Pictures Magazine

✧ by *skaaren design* ✧

Profile

Moving Pictures is a distinctive, socially-aware movie magazine striving to bridge the gap between audience and filmmaker by “telling the stories behind the movies.” Articles often focus on how specific films or film trends affect society and individuals within society.



Quote

“When I joined *Moving Pictures Magazine* as its Editor-in-Chief, Cory Skaaren and I sat down to redesign the magazine. It was great to chat with someone who ‘feels’ design, and with whom I shared thoughts on what makes a magazine great - clean lines, white space, innovative illustration and artwork, etc. With Skaaren Design’s appreciation of magazines, and their understanding of the elements that make a mag ‘work,’ the process was enviably quick. The magazine flowed, communicated with our readers, and won us the Maggie Award.”

Elliot V. Kotek
Editor-in-Chief
Moving Pictures Magazine

Project Goals

With *Moving Pictures*, there were two primary goals. The first was basic: to visually articulate what *Moving Pictures* stands for. The second: to build a brand that would accomplish the magazine's stated mission (to "tell the stories behind the movies") and appeal to both industry insiders and outsiders by offering a fresh take on the entertainment business. It was important that this fresh approach be evident both in the content and the design.

Process and Strategy

In 2005, work began on constructing the magazine from the ground up. Since the magazine's unique content demanded an uncommon design outlook, we explored different ways in which the magazine could "flow," balancing longer articles with shorter, easily-digestible bits of info and art. The overall strategy was to construct a dynamic, artfully-produced publication which could sit with distinction on the coffee table of any Hollywood bigwig or amateur enthusiast.

Creative Solution

Magazines are locked into a horizontal format because that's the way the English language works: left to right. This being a movie magazine, we tried to utilize space the way movies do—not only horizontally, but also vertically. We approached the pages of the magazine as movie screens, allowing for both elegant, classic forms and more modern ones, a timeless format which could accommodate the latest sci-fi blockbuster or a Chaplin silent film.

Results

Moving Pictures reached a 50,000 earned print run in its first year, averaging a 30% sell-through rate on newsstands. As industry insiders know, this is no small feat for a new magazine in the highly competitive entertainment market. *Moving Pictures* also received the 2006 Maggie Award for Best Overall Magazine in Communication, Advertising and the Arts.



samples of work

