Art Direction + Editorial Design

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So you want to create better editorial designs? From grids and layout to font pairings, contrast, pace, visual hierarchy and more, the decisions you make as a designer dictate the way information is presented, shared and understood. Whether you’re laying out a book, magazine, newspaper or digital publication, if there’s one thing we know from editorial design icons such as David Carson, it’s that rules are made to be broken. Here, I’ll walk you through some best-practice tips for improving your editorial designs.

This means either art directing shoots personally or commissioning them and then handling, editing and placing imagery to maximum effect. This role requires conceptual skills to understand what sort of photography will move an audience. The editorial designer plays a very important role in the way in which information is shared, presented and understood. Let’s the editorial design inspiration begin! Recognize and design for your readers. This is actually a very important rule, either you’re starting a fresh publication or going into a designing role at an actual title, it’s important that you understand and design for your specific audience.