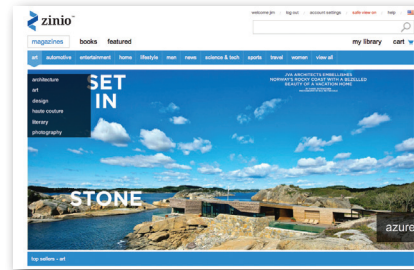


Looking for design ideas? You should try...



# Zinio

Since yearbooks are just a bunch of magazines (sections) that have been bound together, the best place to look for the coolest trends in designing yearbooks is magazines. But going to your nearest bookstore and buying a bunch of magazines so you and your staff can look for design ideas could get expensive. And the websites of most magazines are just that...websites. So how about if you could actually see the layouts of some of the world's best designed magazines, right online? Well, now you can with Zinio.



Zinio is software that is available for Macs, PCs, iPads, iPhones and other smart phones that allow you to read magazines right on the screen...exactly as they were meant to be read in print. Just go to [www.zinio.com](http://www.zinio.com), and you can sign up for a free login. Then find a magazine you like (there are a bunch of categories, and each one has several subcategories), and you can (at no charge) browse the magazine. The text won't be readable without buying the magazine, but here's the good part—the design is right there for you to grab.

Plus, as you scroll through each magazine looking for ideas, you can zoom up to four double-page spreads in each sample. This will give you a close-up on a particularly interesting headline or copy treatment. I often grab a screen shot while zoomed in if I find a particularly great-looking design.



Another really cool feature is that you can see magazines from other countries (great design is not limited to North America) like the Russian table of contents at left.

The illustration at right is just the covers of magazines about design. Each magazine is chock full of ideas. And the two zoomed-in pages at the top are an article on Glee from Emmy Magazine.

**A word of warning.** In the upper-right corner of the screen, there is a place you can turn mature content off on your account. Even though you can do this, Zinio is not a site I would recommend having students look at unsupervised. Probably the best use of it would be during a design session where you could show them a series of magazine layouts you've found using a digital projector or big monitor.

